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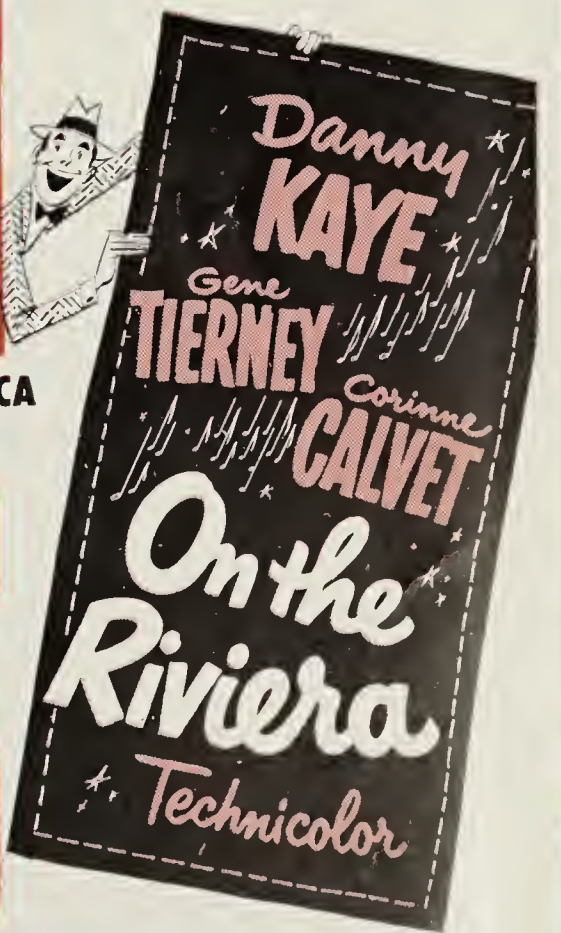
EXHIBITOR



JUST

WHAT THE THEATRES OF AMERICA
NEED TODAY!" —JAY EMANUEL, EXHIBITOR

THIS



IS THE KIND OF ENTERTAINMENT THAT WILL BRING MILLIONS
FLOCKING TO THE THEATRES!" —FILM BULLETIN

There's No Business Like 20 Business!
CENTURY-FOX

Volume 46 Number 1
Two Sections: Section One

MAY 9, 1951

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **EXTRA PROFITS**

"Fine film of the Month."

—Redbook

"Best newcomer of the Month, Pier Angeli."

—Cosmopolitan

"Pier's 'Teresa' tremendously appealing."

—Life

"Picture of the Month."

—Seventeen



"Excellent movie."

—Woman's Home Companion

"Second success for producer Arthur M. Loew and director Fred Zinnemann."

—Newsweek

"For Pier Angeli overnight stardom."

—Time

This is TERESA
as played by beautiful
PIER ANGELI in her
first American picture.

A STAR ARRIVES!

M-G-M's "TERESA" is an established hit!

The box-office has spoken!

First 3 days in Nashville beat "King Solomon's Mines"!

Toledo in 2 days equalled "Royal Wedding" at Easter!

5th Big Week in N.Y. where it is setting new house records!

Pier Angeli as "TERESA" is an overnight sensation.

M-G-M's Story of A Bride is an exploitation gold-mine.

It was publicized in advance for more than a year and

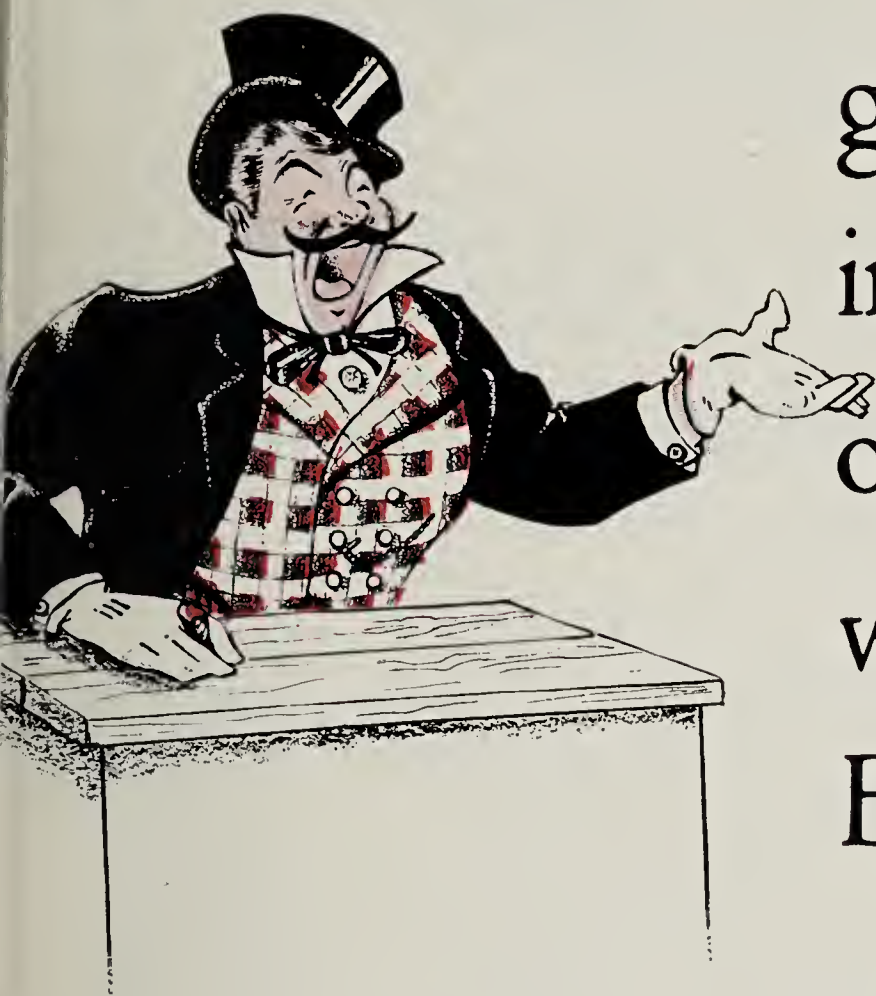
Honored by leading magazines and columnists.

Watch for M-G-M's Supplement, in addition to Press book.

You too can repeat "TERESA's" success in your town!



M-G-M presents "TERESA" starring Pier Angeli • John Ericson • with Patricia Collinge • Richard Bishop
Peggy Ann Garner • Ralph Meeker and Bill Mauldin • A Fred Zinnemann Production • Screen Play
by Stewart Stern • From an Original Story by Alfred Hayes and Stewart Stern • Directed by Fred Zinnemann
Produced by Arthur M. Loew



"Ladies and gentlemen of Variety—introducing Leo of M-G-M... the world's greatest Barker..."

"Thank you and permit me to bring you good news! We have scheduled BIG attractions for the months when you need them most... a happy Convention to you all..."



"FATHER'S LITTLE DIVIDEND"
The Happy Hit!

"THE GREAT CARUSO"
(Technicolor)

"GO FOR BROKE!"
Shoot the Works!

"MR. IMPERIUM"
(Technicolor)

"EXCUSE MY DUST"
(Technicolor)

"SHOW BOAT"
(Technicolor)

"THE LAW and LADY LOVERLY"
Stage Hit Inspires Great Film!

"RICH, YOUNG and PRETTY"
(Technicolor)

"AN AMERICAN IN PARIS"
Gershwin! Technicolor!

"TERESA"
Special Engagement!



A Tip

"...DEFINITELY DANNY KAYE

WEST
UNION

CLASS OF SERVICE

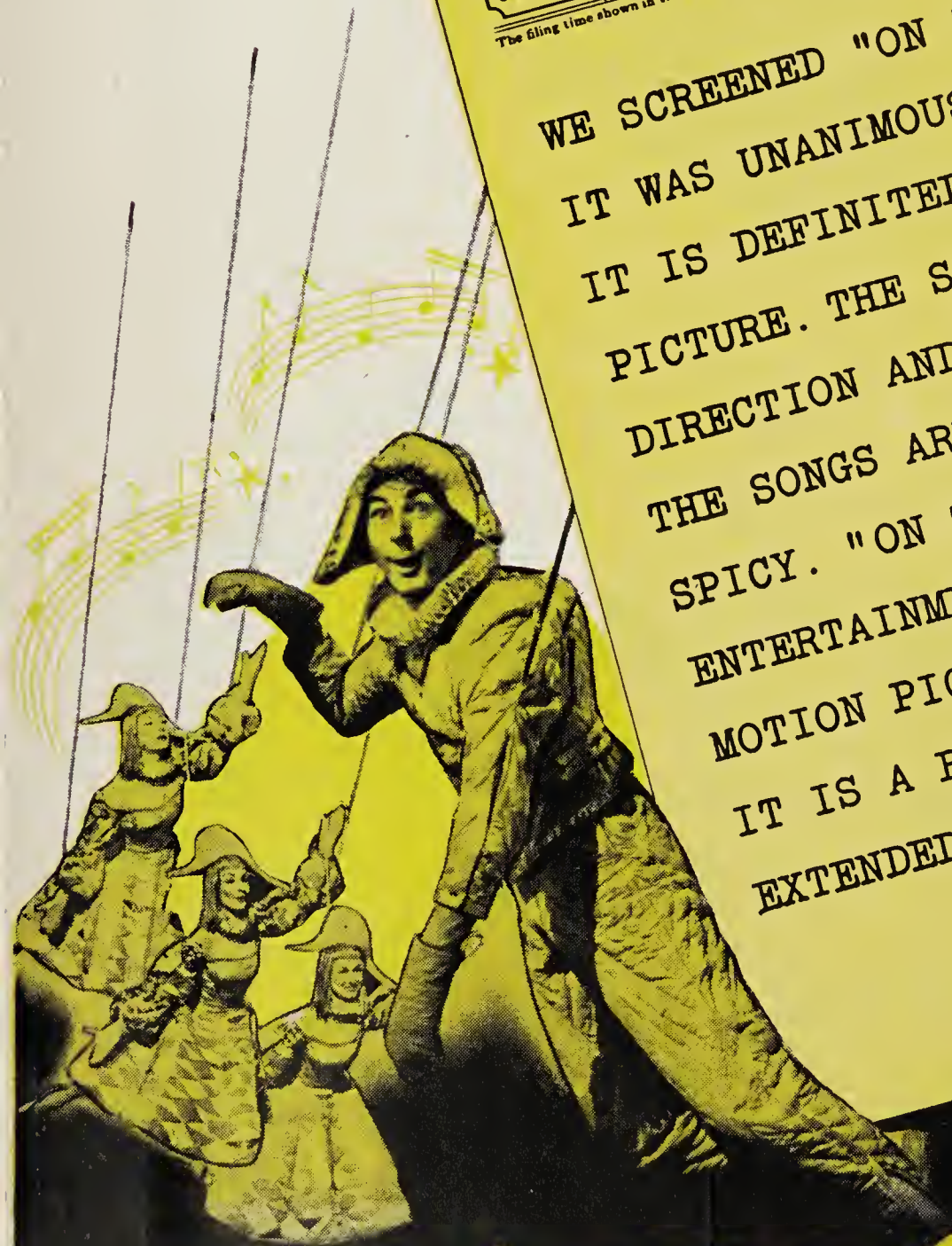
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

W. P. MARSHALL, PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

WE SCREENED "ON THE RIVIERA" LAST NIGHT. IT WAS UNANIMOUSLY AGREED BY ALL THAT IT IS DEFINITELY DANNY KAYE'S GREATEST PICTURE. THE STORY, THE COLOR, THE DIRECTION AND THE CAST ARE FLAWLESS. THE SONGS ARE CATCHY AND THE DIALOGUE SPICY. "ON THE RIVIERA" IS 100 PERCENT ENTERTAINMENT THROUGHOUT AND I AM SURE THE MOTION PICTURE FANS WILL AGREE WITH US. IT IS A BOXOFFICE NATURAL AND WILL HAVE EXTENDED RUNS EVERYWHERE. REGARDS.

FRANK NEWMAN, President
Evergreen Theatres, Corp.
Seattle, Washington



DANNY KAYE
GENE TIERNEY ★ CORINNE CALVET

On the
COLOR BY TECHNICOLOR

From a Top Showman!

THE'S GREATEST PICTURE!"

"Rock musical comedy dis-
ertissement!" -Daily Variety!

"The greatest laughs we've
heard in a theatre in many,
many days!" -Hollywood Reporter!

"Top-ranking! Should do
handsomely!" -M. P. Daily!



Riviera

with Marcel Dalio • Jean Murat • Henri Letondal
Produced by SOL C. SIEGEL • Directed by WALTER LANG

Screen Play by VALENTINE DAVIES and PHOEBE and HENRY EPHRON
Based on a Play by Rudolph Lothar and Hans Adler • Adapted by Jessie Ernst

BE SURE TO BOOK
"WHY KOREA?"
Academy Award documentary!

There's No Business
Like **20** Business!
CENTURY-FOX



The First Pictures to be Presented

"THE SWORD OF MONTE CRISTO"
20TH CENTURY-FOX RELEASE
"HURRICANE ISLAND"
COLUMBIA
"WHEN THE REDSKINS RODE"
COLUMBIA
"TEXAS RANGERS"
COLUMBIA
"THE MAGIC CARPET"
COLUMBIA
"THE BAREFOOT MAILMAN"
COLUMBIA
"DRUMS IN THE DEEP SOUTH"
KING BROS.
in

Super  Color

"According to World-Wide Sampling of Sales Potential, Color adds 50% to the World Market Gross for Film."

...Hollywood Reporter

Watch for Them!

"T. O. A. Convention in Houston, unanimously 'Demands' All Pix in Color."

...Daily Variety

T H E C I N E C O L O R C O R P O R A T I O N



AN EXPLOITATION device in a familiar direction will probably be discarded in some areas since a southern court awarded \$5000 to a married man who claimed that when he received a post card signed "Love, Mary", it had an adverse effect on his home life. Incidentally, the card wasn't sent in connection with film exploitation but by a collection agency. However, if the legal wind is blowing that way, it would perhaps be best to lay off this sort of idea, moviewise, lest anyone start making a career out of striking back.

★

"SWEETHEART NIGHT" is an innovation in the midwest. One night a week, the theatre admits any woman escorted by her sweetheart for just the payment of tax. No one checks on whether a wife is still a sweetheart. It is simply taken for granted.

★

A PROMINENT anthropologist has declared that television will "reduce mankind to complete illiteracy, and will also ruin our eyes and our nervous systems". In his opinion, TV now supplants movies and radio in these capacities. It is with extreme pleasure that the industry gives up these "firsts".

★

AN EASTERN theatre experimented by showing a film with both endings, one happy and one unhappy. We hate to think what might happen if this procedure were applied to historical films.

—H. M. M.

I N D E X

VOL. 46, No. 1

MAY 9, 1951

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THE COVER PHOTO

Charles A. Caballero, left, president, Pacific Drive-In Theatres, receives congratulations from Harold Henry, Los Angeles City Council president and Acting Mayor of Los Angeles, upon receipt of an EXHIBITOR Merit Award plaque honoring the circuit's Whittier Drive-In, Los Angeles, as one of the seven best from the more than 1,000.

EXHIBITOR



VOL. 46, No. 1

MAY 9, 1951

Paramount's Parade Leads Off

THERE will be more than usual trade interest this year in the annual distributor sales conventions for the reason that more than ever exhibitors want the answer to the burning question: is the industry going to meet the problems of TV, higher cost of living, and drop in grosses with product that will bring the customers back into the theatres?

ONE company, which started the round of major distribution annual meetings, has already told the trade what it intends to do.

"WITH the greatest feeling of confidence in the future of the motion picture industry, Paramount has made an all-time record investment in the production of quality pictures."

THAT's Al Schwalberg, president, Paramount Films Distributing Corporation, talking, and he delivered that message to the assembled sales executives, concluding, "This confidence has been implemented with a program calculated to bring maximum results to exhibitors, the production and distribution company, and maximum entertainment to the motion picture going public."

FURTHER, Paramount has emphasized that it will release 15 attractions in 60 days, more than the company has ever handled in that period in recent history, an extra picture a month from July to December.

THIS not only indicates that Paramount has confidence in its product but is optimistic about the state of the industry. Otherwise it would not have placed these millions into quality product at this time.

THIS news should be gratifying to exhibitors, not only Paramount customers but all of them, for it is hoped that the challenge which faces the trade will be met as solidly by all companies who will soon hold their annual meetings.

WE all know that the answer to our boxoffice problems rests in solid merchandise. Even more important is the confidence of the companies themselves in selling the exhibitors through their own actions, as Paramount has done, not keeping it a secret but backed by trade paper advertising. Paramount has started the parade. Let it continue all the way down the line.

A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibson, circulation manager; George Frees Nonamaker and Mel Konecuff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Mideast, Midwest—Western): one year, \$2; two year, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarion Street, Philadelphia 7, Pennsylvania.



ON A BALTIMORE, MD., TV SHOW, HARRY MYERBERG, RIGHT, CREST, BALTIMORE, GETS A MERIT AWARD FROM MARYLAND'S GOVERNOR T. R. McKELDIN.

Reward For Excellence

EXHIBITOR's Merit Awards Are Now Setting A New Pattern For Theatres



Bop Hope pauses on the set of Paramount's "The Lemon Drop Kid" to congratulate Los Angeles area theatremen Art Gordon, left, Southside, and Rube Wolf, Jr., Baldwin, on winning Merit Awards.

WITH the construction of conventional theatres and drive-ins virtually called to a halt by the National Production Authority, exhibitors with hopes of expanding their operations have been forced to set their plans aside for an indefinite time. However, when the construction ban is lifted, theatremen may reexamine the high standards of design and functional planning set during the post-war boom in theatre building as a guide for their future efforts in achieving, and perhaps surpassing, the notable construction accomplishments of recent years.

As a means of giving due recognition to the best of the newly-built theatres in the country, the editors of EXHIBITOR and THEATRE CATALOG made a comprehensive, detailed study of the nation's new show-places some time ago, and established the EXHIBITOR Merit Award for those theatres which stood out from the others on the basis of functional plan, showmanship,

design, and construction excellence in relation to the patronage each was designed to serve.

The qualifications that justified the editors to be considered as experts are best indicated by the nearly 11,000 subscribers to our 33-year-old national weekly, and by the recognized excellence of THEATRE CATALOG.

Of approximately 450 roofed theatres considered, only 37 in the United States and four in Canada were chosen for Merit Awards. From 1,000 drive-ins studied, seven were selected as representative of the very best in every respect. The new high in construction standards they have set will exert an enduring influence in the planning of even better places of entertainment, where the public may enjoy movies in the most attractive, most comfortable surroundings.

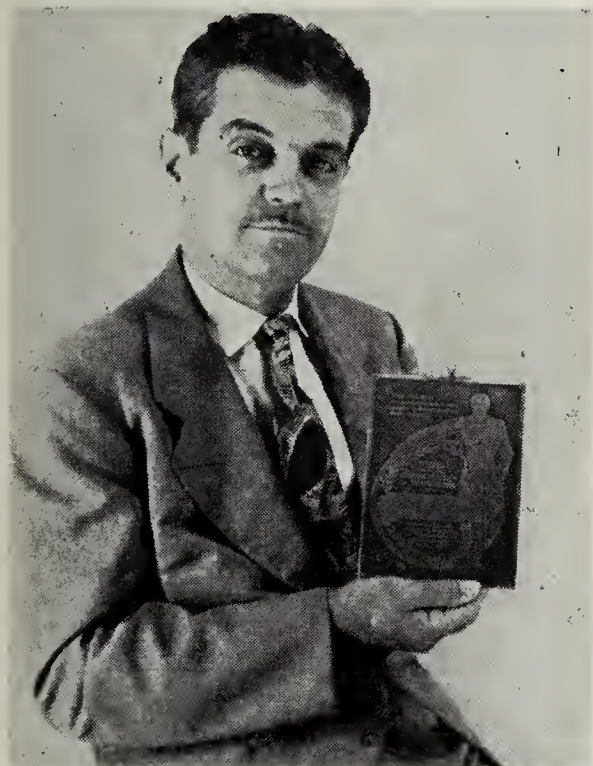
Seen on this page and the next are but a few of the Merit Awards recipients.



Maury Franklin, right, manager, Wametca's Miracle, Coral Gables, Fla., smilingly receives an EXHIBITOR plaque from Coral Gables' Mayor W. K. Phillips. The awards presentations resulted in much publicity for the winning theatres, and provided a valuable basis for institutional advertising.



On the set of 20th-Fox' "You're in the Navy Now," director Henry Hathaway, left, admires the award presented to C. A. Caballera, Pacific Drive-In Theatres head, by Gary Cooper and EXHIBITOR's Paul Manning for the Whittier Drive-In, Las Angeles, selected as one of the seven best azaners.



George Baldwin, Palm Beach, Fla., city manager, Florida State Theatres, holds the Merit Award plaque for the Florida, West Palm Beach, Fla.



Manager Richard Lachry, left, Arlington, Indianapolis, receives an EXHIBITOR Merit Award from Trueman T. Rembusch, president, National Allied.



Manager Edward Enke, Calderane, Hempstead, L. I., receives an award from A. Hally Patterson and David Herman, two praminent area citizens.



Dale Tysinger, third from left, manager, Shea's, Ashtabula, O., receives a Merit Award from City Council President Clifford Kadan as WICA annauncer Robert Forster and orchestra leader Lawrence Welk look on with evident interest. Many presentation ceremanies received radia and TV coverage.



Seen at the presentation of an EXHIBITOR Merit Award to the Richmond, Lyndhurst, O., are, fram left, ex-Congressman Stephen M. Young, manager Max Greenwald, Bert Lefkawich, representing the owners, and Lyndhurst's Mayor E. Elbrecht. Special ceremanies accompanied most af the presentations.

Mel KonecOFF's NEW YORK

A LARGE turnout of industryites filled the Grand Ballroom of the Hotel Astor last week to hear of the achievements and needs of the United Jewish Appeal of Greater New York and constituent agencies.



KONECOFF

Many leaders in the business received scrolls for distinguished philanthropic service from Edward M. Warburg, general chairman, UJA. Among those honored were Barney Balaban, Jack Cohn, Si Fabian, Matty Fox, Billy Rose, Sam Rosen, Abe Schneider, Fred Schwartz, Major Albert Warner, and, posthumously, David Bernstein.

Rosen, Fabian Theatres, 1951 amusement division co-chairman, introduced Quentin Reynolds, who acted as toastmaster, and who introduced prominent attorney Louis Nizer. The latter described the achievements of UJA, and made a fervent appeal for funds.

Among others aboard the double dais were Julius Joelson, Sol Strausberg, David Weinstock, Al Schwalberg, Robert Mochrie, Sol A. Schwartz, Tom Murtha, Will Hays, Leopold Friedman, Herman Robbins, Leonard Goldenson, Balaban, Harry Brandt, Ed Rugoff, William German, Jack Weiler, Henry Bernstein, Max A. Cohen, William White, Sam Rinzler, Robert Weitman, Arthur Mayer, Herman Gelber, Leonard Gruenberg, Charlie Moss, Irving Greenfield, Robert Christenberry, John Garfield, Russell Nye, Anna Mary Dickey, Jack Carson, Robert Alda, Harry Romm, Arthur Israel, Jr., Nat Lefkowitz, Alan Corelli, Julius Collins, etc.

FIELD OPERATION: Something new is entering the area of the field exploiter, a nationwide network of exploitation, promotion, and publicity men for independent and foreign film distributors, National Merchandising Service, a division of Franklin and Gladney, 23 West 47th Street. Experienced personnel in 63 key and subsequent-run situations are ready to service film distributors on a daily rate basis, which, it is estimated, will save 60 per cent of the usual expense for sending a man on the road since the men are residents. Thus travel, hotel, and other items are cut.

NMS exploiters are being offered also as a supplementary field force for companies which want special department store and specialty shop tieups for a particular campaign. The organization is currently handling industrial accounts, textile, apparel, and jewelry manufacturing companies engaged in film tieups.

Bernard Maxwell, one-time field man for Paramount, ELC, Columbia, and the Hal Horne organization, a former manager and pressbook editor for Warners, etc., organized NMS, and is serving as its director.

WINNING CARD: The other day we saw Paramount's "Ace In The Hole" with

Colosseum Files Charges Against Distributors

MILWAUKEE—David Beznor, general counsel, Colosseum of Motion Picture Salesmen of America last week filed unfair labor charges in Chicago against Paramount, 20th-Fox, Columbia, Warners, U-I, RKO, Republic, and Loew's, charging them with refusing to "consider any proposal for a proportionate increase in wages and expenses to meet the increase in the cost of living."

Beznor said that the "employers had failed, and refused, to approach negotiations with an open mind and a real intention to reach an agreement."

The distributors refused upon the demand of the Colosseum to disclose earnings in support of a contention that the industry was "sick." This refusal was made the subject of an unfair labor charge by the Colosseum.

Kirk Douglas and Jan Sterling, and, afterwards, we had a chance to talk with Miss Sterling. First of all, as far as the film is concerned, it is one of the best entries that we have seen for some time, and it packs a powerful dramatic wallop. It's got selling power, and then some.

As far as Miss Sterling (Mrs. Paul Douglas) is concerned, we would say that here is some real star material. She performs well, loves her work, and is pretty, too, which isn't a bad combo at all. We give the film and Miss Sterling a loud round of applause. The package is indeed an ace in any one's deck.

THE METROPOLITAN SCENE: There are a couple of appointments made that we like, in case anyone is interested. The

(Continued on page 18)

Business Slow In Broadway Area

NEW YORK—With business generally continuing in the Broadway first-runs at a lack lustre pace, exceptions last week-end proved to be the Paramount and Criterion. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"I WAS A COMMUNIST FOR THE F.B.I." (WB). Strand, with stage show, opened to \$40,000 for Wednesday through Sunday, with the first week sure to top \$47,000.

"MY FORBIDDEN PAST" (RKO). Paramount, with stage show, anticipated the second week at a hefty \$72,000.

"THE BRAVE BULLS" (Col.). Rivoli claimed \$12,000 for the third week.

"FOLLOW THE SUN" (20th-Fox). Roxy, with stage show, reported \$31,000 for Wednesday through Sunday, with the second week heading toward \$39,000.

"FATHER'S LITTLE DIVIDEND" (MGM). Radio City Music Hall, with stage show, garnered \$75,000 for Thursday through Sunday, with the fourth and last week sure to do \$108,000.

"TRY AND GET ME" (UA). Globe expected the opening week to hit \$12,500.

"STAGE TO TUCSON" (Col.). Mayfair claimed the opening week at \$8,500.

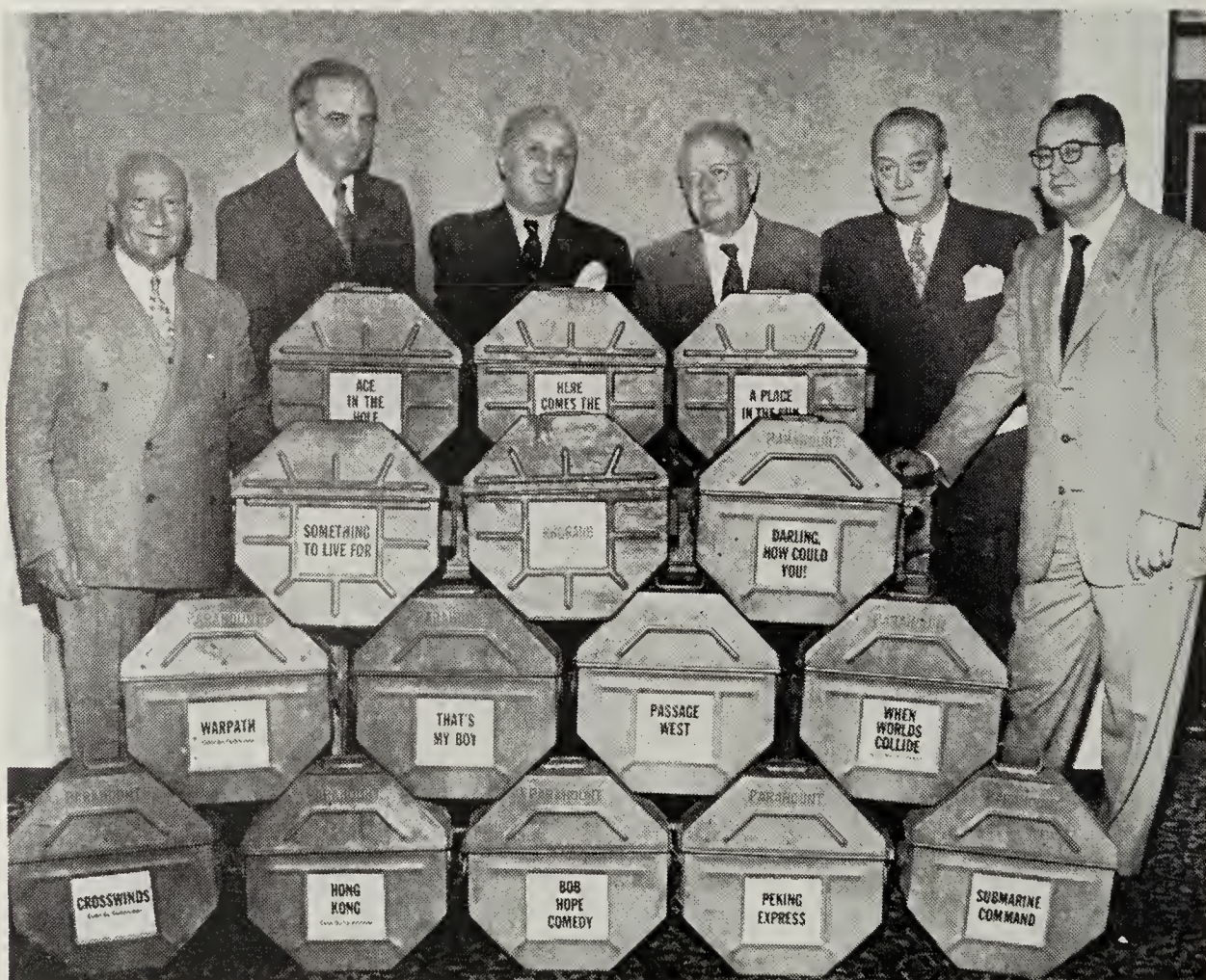
"BORN YESTERDAY" (Col.). Victoria took in \$17,000 on the 19th week.

"THE THING" (RKO). Criterion opened to a nifty \$43,000 week.

"VALENTINO" (Col.). Astor was down to \$21,000 on the third week.

"APACHE DRUMS" (U-I). Loew's State tallied \$22,000 on the opening week.

"BULLFIGHTER AND THE LADY" (Rep.). Capitol, with stage show, announced \$25,000 for the second and last week.



At the recent Paramount national sales convention in New York City, the company's product for the balance of 1951 is shown with executives responsible for its production, distribution, advertising, publicity, and exploitation. From left are Adolph Zukor, chairman of the board; A. W. Schwalberg, president, Paramount Film Distributing Corporation; Barney Balaban, president, Paramount Pictures Corporation; Y. Frank Freeman, vice-president in charge of studio operations; E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, and Jerry Pickman, national advertising, publicity, and exploitation director.

PARAMOUNT'S ANSWER

BETTER, MORE, BIGGER PICTURES



15 GREAT PARAMOUNT ATTRACTIONS • JULY THRU DECEMBER









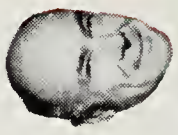





More pictures—better pictures—bigger pictures! You demanded them—and Paramount has answered your demand. Yes, Paramount has shot the works in an all-out investment of quality-and-quantity product.

We've brought to full realization the tremendous plans we blue-printed for you in January 1950. And we're releasing 15 great new attractions from July thru December.

Here's the schedule, complete in every detail, for a solid six months, set before you sixty days prior to the first release. We've seen these pictures and we can tell you that every one is big and every one will get big pre-selling. What you've demanded, Paramount has delivered . . . *more pictures—better pictures—bigger pictures!*

WE POINT WITH PRIDE

We know you'll agree that this is the most impressive six-months schedule of boxoffice merchandise ever announced by Paramount

DATE	TITLE	CAST
JULY	Passage West <small>COLOR BY TECHNICOLOR</small>	  
	Ace In The Hole	 
AUGUST	Peking Express	  
	<small>HAL WALLIS'</small> That's My Boy	 
	Warpath <small>COLOR BY TECHNICOLOR</small>	   
SEPTEMBER	<small>FRANK CAPRA'S</small> Here Comes The Groom	   
	<small>GEORGE STEVENS'</small> A Place In The Sun	  

Rhubarb



RAY MILLAND

JAN STERLING

Crosswinds

COLOR BY
TECHNICOLOR



JOHN PAYNE

RHONDA FLEMING

FORREST
TUCKER

Submarine Command



WILLIAM HOLDEN

NANCY OLSON

WILLIAM
BENDIX

OCTOBER

Something To Live For

GEORGE STEVENS'



RAY MILLAND

JOAN FONTAINE

TERESA
WRIGHT

When Worlds Collide

GEORGE PAL'S

COLOR BY
TECHNICOLOR

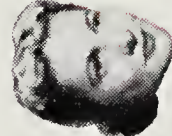


The producer of "Destination Moon" has made this new, and more startling interplanetary fantasy....



NOVEMBER

Darling, How Could You!



JOAN FONTAINE



JOHN LUND

Hong Kong

COLOR BY
TECHNICOLOR



RONALD REAGAN



RHONDA FLEMING

DECEMBER

???Hope Comedy

(TO BE TITLED BY THE
PUBLIC IN BIG
COAST TO COAST POLL)



BOB HOPE



HEDY LAMARR

Watch for similar ads, reporting at regular intervals the *performance* of this unprecedented concentration of quality-and-quantity product.

**MORE
BETTER.
PICTURES**

These big pictures too — now completed — or in production — are just part of Paramount's answer! Watch for them — and others just as great — in 1952...

TITLE	CAST
CECIL B. DEMILLE'S The Greatest Show On Earth COLOR BY TECHNICOLOR <i>SHOOTING</i>	BETTY HUTTON ★ JAMES STEWART CORNEL WILDE DOROTHY LAMOUR GLORIA GRAHAME CHARLTON HESTON
WILLIAM WYLER'S Carrie <i>COMPLETED</i>	LAURENCE OLIVIER ★ JENNIFER JONES MIRIAM HOPKINS EDDIE ALBERT
LEO MCCAREY'S My Son John <i>SHOOTING</i>	HELEN HAYES ★ VAN HEFLIN ROBERT WALKER DEAN JAGGER
HAL WALLIS' <i>COMPLETED</i> The Stooge	DEAN MARTIN ★ JERRY LEWIS EDDIE MAYEHOFF POLLY BERGEN
WILLIAM WYLER'S Detective Story <i>EDITING</i>	KIRK DOUGLAS ★ ELEANOR PARKER WILLIAM BENDIX
PERLBERG and SEATON'S Aaron Slick From Punkin Crick COLOR BY TECHNICOLOR <i>SHOOTING</i>	ALAN YOUNG ★ ROBERT MERRILL DINAH SHORE ADELE JERGENS
HAL WALLIS' <i>COMPLETED</i> Red Mountain COLOR BY TECHNICOLOR	ALAN LADD ★ LIZABETH SCOTT ARTHUR KENNEDY JOHN IRELAND
Flaming Feather COLOR BY TECHNICOLOR <i>COMPLETED</i>	STERLING HAYDEN ★ BARBARA RUSH FORREST TUCKER VICTOR JORY ARLEEN WHELAN RICHARD ARLEN
Rage Of The Vulture <i>SHOOTING</i>	ALAN LADD ★ CORINNE CALVET DEBORAH KERR CHARLES BOYER

Paul G. Hoffman Receives Humanitarian Award

PHILADELPHIA—It was announced last weekend that the Humanitarian Award of the Variety Clubs International for the year 1950 had been bestowed upon Paul G. Hoffman, head of the Ford Foundation. He will be presented with it at the concluding banquet of the convention on May 12.

Lurie In East On WB Purchase

NEW YORK—Louis R. Lurie, San Francisco financier, realtor, and owner of several legitimate houses, was to arrive here from the coast this week to complete a deal for the purchase of the Warner family's 24 per cent interest in the company.

Lurie said that partners in the new syndicate with him are mainly non-industry investors. Harry M. Warner and Major Albert Warner are expected sell their stock, to be bought at \$15 a share, or a total of \$25,000,000.

Warners' picture company is estimated to be worth \$50,000,000. There are some 6,800,000 shares outstanding, with market price set at 13½ at this writing. Warner Theatres now includes about 500 theatres, valued at \$80,000,000, as of last August.

Over the weekend, it was learned that Sol Lesser was a member of the Lurie group, and was expected to contribute \$1,000,000 to the \$25,000,000 purchase price.

Rumors were also current that Louis B. Mayer would leave MGM to go to WB when the deal was completed, and further reports indicated that Joseph P. Kennedy and David O. Selznick might also be interested in the plan, but these could not be confirmed.

Harry M. Warner was quoted as saying that the reason the brothers decided to sell their stock, and withdraw from the industry, was a direct result of the government's victory in the anti-trust decision calling for divorcement.

A spokesman for the syndicate making the deal for the Warner possessions indicated that the combine was prepared to meet all the Department of Justice terms, that liquidation of theatre holdings would be even faster than required, that key personnel of the company would be retained, and that Jack L. Warner would remain with the company for a few months.

Furber Again Trans-Lux Head

NEW YORK—Trans-Lux Corporation stockholders last fortnight reelected Percival E. Furber, president.

Named to the board were: Chester Bland, Harry Brandt, Robert Daine, Jay Emanuel, Percy N. Furber, Aquila Giles, William M. Girden, Herbert E. Herrman, Edison Rice, Lee Shubert, Jacob Starr, Joseph Viertel, Ralph Weiner, and Milton C. Weisman. Percy N. Furber was reelected chairman of the board.

Election of the board followed a stockholders' meeting at which some minority stockholders took issue with the company's management in recent years, and tried to question officers on certain details of operation. The minority group was voted down on all issues.

Variety Clubs International Holds 15th Annual Meeting In Philadelphia

PHILADELPHIA—The 15th annual convention of the Variety Clubs International, which gets under way here today (May 9) for four days, is expected to be one of the most successful in the history of the organization, with nearly 1,000 barkers and wives due to be on hand for the conclave. Prominent personages expected to be present during the four days include Vice-President Alben W. Barkley, Senator Estes Kefauver, Mayor Bernard Samuel, Albert M. Greenfield, Albert Steele, president, Pepsi-Cola; Al Daff, U-I vice-president; Robert Mochrie, RKO vice-president in charge of distribution; Dr. Sidney Farber, Boston, cancer research specialist for Tent 23, Boston; William Hibbs, president, Coca-Cola; Robert Lippert, head, Lippert; Al Lichtman, vice-president, 20th Century-Fox, and Loretta Young, among others.

While here, Miss Young will take part in all of the women's activities, and will present the floral horseshoe to the winner of the Variety Club Handicap Race at Garden State Race Track. She will also act as hostess at the women's parties to be held for out-of-town registrants, and will be guest of honor at the ladies' banquet while the men are at the Humanitarian Award banquet.

Marc J. Wolf, International Chief Barker, has announced that the charter for the newest tent, Toyko, Japan, will be presented to the Toyko tent's delegates during the convention. A. C. Humbert, Pathe-Overseas, and J. B. Miller, who made the trip from Japan, will accept the charter, and serve as delegates.

CBS-TV's "Ken Murray Show" will originate on May 12 from the ballroom of the Bellevue-Stratford Hotel via WCAU-TV. A highlight of the broadcast will be the presentation of the International Variety Clubs' annual Humanitarian Award. Murray will present a music-drama documentary reviewing the clubs history.

Company Dividends Drop

WASHINGTON—The Commerce Department announced last fortnight that publicly reported cash dividends of motion picture companies for the first quarter of this year amounted to \$6,769,000, compared with \$7,575,000 for the same 1950 period, an 11 per cent drop. For March, the figure was \$4,609,000 against \$5,181,000 last year.

In the January, 1950, total was a substantial dividend payment from Stanley Company, which traditionally reports late. Also \$560,000 of the \$572,000 drop in March is accounted for by the fact that Paramount Pictures has bought up a considerable amount of its own stock, and is paying a much smaller total dividend though the dividend rate is unchanged.

Republic Net Down

NEW YORK—For the 13 weeks ended on Jan. 27, 1951, Republic and its subsidiaries reported a net profit of \$407,495.38 before federal tax provision, estimated federal normal and surtaxes of \$180,000.00, or a net after taxes of \$227,495.38.

For the 13 weeks ended on Jan. 28, 1950, Republic and its subsidiaries reported a net profit of \$485,766.13 before federal tax provision, estimated federal normal and surtaxes of \$195,000.00, or a net after taxes of \$290,766.13.

UA Holds Its "Blueprint" Meeting

CHICAGO—United Artists held its "Blueprint for Tomorrow" sales convention here last week, with enthusiasm expressed by company toppers Arthur B. Krim, president; William J. Heineman, vice-president in charge of distribution, and Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation.

In his opening address to the delegates, representing UA producers, sales and distribution executives, division, district, and branch managers, and promotion chiefs, President Krim stated: "The future of United Artists and its right to bear the title of 'Tiffany of the industry' is now assured."

In outlining United Artists' sales policy, Heineman declared, in part: "In today's highly competitive market, we are confident that United Artists offers good quality, fair dealing, and the necessary merchandising of all pictures."

Youngstein, in setting forth plans of his advertising, publicity, and exploitation division, said: "Every activity of every member of this division is devoted to service and more service to exhibitors and independent producers."

Others speakers were Matthew Fox and Robert W. Benjamin, Bernard M. Kranze, executive assistant to Heineman; Nat Nathanson, eastern and Canadian sales manager, and Milton E. Cohen, western and southern sales manager.

The appointment of Jerome Safron as district manager in charge of the Boston-New Haven - Philadelphia - Washington - Pittsburgh territory was announced.

Safron, a veteran of more than 32 years' experience in the industry, was most recently with Columbia, where he was western sales manager.

Krim left for Hollywood after attending the first day's session. On his arrival, the UA chief executive immediately put into motion "Phase Two" of the company's product plan, which calls for the release during 1952 of a limited number of select independent productions.

Cincy Suit Filed

CINCINNATI—S. and S. Amusement Corporation, operating the Twin Drive-In, last week filed suit in U. S. District Court for \$63,750,000 damages from 15 companies claiming violations of the Sherman and Clayton anti-trust laws, and asking \$3,750,000 damages from each of 17 defendants.

Buffalo COMPO Unit Set

BUFFALO—George H. McKenna, manager, Lafayette, was named chairman of a steering committee, and William Dipson, Dipson Theatres, was named to assist him last week in organizing the local COMPO unit.

EXPLOITATION

..... MORE THAN 100 THEATRES IN THE BOSTON, PHILADELPHIA, PITTSBURGH AND WASHINGTON EXCHANGE TERRITORIES OPENING DURING MAY ON A SURGING TIDAL WAVE OF BOXOFFICE BALLYHOO!



DANGER IN THE SPY NETS OF THE ORIENT!

THRILLS FROM TRUTH!... Amazing expose of ruthless intrigue behind a curtain of fury... told in the story of a mystery dame who knew her way around, and a man who gambled his life to follow!

EXPLOSION!!

Get hot with the timely picture that gives every showman a boxoffice chance to show what he's made of! Every aid you need to spread the word: Flash posters screaming with showmanship; big, special 4-page tabloid herald; ads and accessories keyed to the highest pitch of excitement! . . . Ride it NOW — while Asia and the Orient are the top headlines every day!



NOTE!

This picture was filmed ENTIRELY IN JAPAN—including all dramatic material of spy activities, geisha girls, Kamikaze pilot rituals, underworld dens, night life, etc.—with the approval of THE U. S. DEPT. OF DEFENSE — U. S. ARMY, FAR EAST COMMAND—THE JAPANESE GOVERNMENT and THE TOKYO METROPOLITAN POLICE!

starring

FLORENCE MARLY
ROBERT PEYTON

A BREAKSTON-McGOWAN PRODUCTION

Play & Direction by DORRELL and STUART McGOWAN

Paramount Men Hear Prod. Lineup

NEW YORK—An eloquent plea for more showmanship and greater ingenuity in selling films was made by Adolph Zukor, chairman of the board, Paramount Pictures, at the company's national sales convention last fortnight.

A. W. Schwalberg, president, Paramount Film Distributing Corporation, declared that an accelerated release program by Paramount Pictures of 15 top budget features for the period July through December, 1951, will meet exhibitor demands for "more pictures, better pictures, and bigger pictures."

Heading the product parade in July will be the Pine-Thomas Technicolor western, "Passage West," starring John Payne, Dennis O'Keefe, and Arleen Whelan. August offers Hal Wallis' "Peking Express," starring Joseph Cotten, Corinne Calvet, and Edmund Gwenn; the Dean Martin and Jerry Lewis comedy, "That's My Boy," and Nat Holt's "Warpath," in Technicolor, with Edmund O'Brien, Dean Jagger, Forrest Tucker, and Polly Bergen. September sees Frank Capra's "Here Comes The Groom," starring Bing Crosby; "A Place In The Sun," George Stevens' production, with Montgomery Clift, Elizabeth Taylor, and Shelley Winters, and H. Allen Smith's best-selling novel, "Rhubarb." Ray Milland and Jan Sterling are in this William Perlberg-George Seaton production.

A Pine-Thomas sea adventure, "Crosswinds," in Technicolor, with John Payne, Rhonda Fleming, and Forrest Tucker, ushers in October, while "Submarine Command," with William Holden, Nancy Olson, and William Bendix, and George Stevens' production, "Something To Live For" with Ray Milland, Joan Fontaine, and Teresa Wright rounds out the schedule. November has George Pal's production, "When Worlds Collide," in Technicolor, and "Darling, How Could You," with Joan Fontaine and John Lund, in Harry Tugend's production, directed by Mitchell Leisen. The final month sees the release of "Hong Kong," starring Ronald Reagan and Rhonda Fleming, a Pine-Thomas production in Technicolor, and an untitled Bob Hope-Hedy Lamarr comedy.

Cecil B. DeMille's "The Greatest Show On Earth" will also be made available to exhibitors during the latter half of the year.

Y. Frank Freeman, vice-president and studio head, said: "Paramount today has the greatest product lineup ever assembled by any studio in the history of the motion picture industry."

Jerry Pickman, director of national advertising, publicity, and exploitation, urged every member of the company's sales organization to join his department in an unparalleled drive for maximum publicity and advertising on every Paramount release.

Pickman concluded by praising all the members of his department including Sid Blumenstock, Mort Nathanson, Sid Mesibov, Carl Clausen, Virginia Morris, Paula Fraser, George Harvey, Burt Champion, Herb Steinberg, John Cicero, and the entire field exploitation staff, among others.

Blumenstock was appointed assistant national director of advertising, publicity,

Charles Simonelli Upped By U-International

NEW YORK—The promotion of Charles Simonelli to manager, eastern advertising and publicity department, Universal Pictures Company, Inc., was announced last week by David A. Lipton, vice-president in charge of advertising and publicity.

In his new post as head, New York office, Simonelli will continue to serve as executive in charge of national exploitation. The eastern advertising and publicity executive staff under Simonelli will consist of Philip Gerard, eastern publicity manager, and Jeff Livingston, eastern advertising manager.

and exploitation. Blumenstock, who joined Paramount as advertising manager in 1949, will continue in that capacity along with his new post.

A new intra-company bulletin, "Merchandising," was read during the convention. It will be published once a month, and more frequently if circumstances and material warrant.

Through the formation of a "Golden Circle" group of young players, Paramount will meet the oft-expressed exhibitor demand for new faces and new stars, declared Norman Siegel, director of studio publicity and advertising. He said that the "Golden Circle" plans, originally announced before a select press-radio-magazine group of 235 in Los Angeles, will put into operation ideas voiced by various exhibitor groups, but which never went beyond the discussion stage.

Paramount's sales force will honor Schwalberg with a two-month booking drive in July and August to be called a "Salute to Al Schwalberg." Completely a demonstration of the sales force's esteem for Schwalberg, the drive will not feature prizes.

Product readied for the two-month drive includes "Passage West," "Ace In The Hole," "Peking Express," "That's My Boy," and "Warpath." Oscar Morgan is national captain, while E. K. O'Shea is national chairman.

Barron Dedication May 25

WASHINGTON—Dedication of the Carter Barron Amphitheatre, it was announced last week, has been changed from May 30 to the evening of May 25. President Truman has agreed to attend the ceremonies at the theatre in Rock Creek Park, which is named in honor of the late eastern district manager of Loew's. The President is honorary chairman of the dedication committee, with Secretary of the Interior Chapman and Nicholas M. Schenck, Loew's president, active co-chairmen. Serving on the committee are Louis B. Mayer, Dore Schary, Barney Balaban, Harry M. Warner, Eric A. Johnston, Richard F. Walsh, Y. Frank Freeman, Joyce O'Hara, Marc J. Wolf, and James C. Petrillo.

Cohn Again Leads Pioneers

NEW YORK—Jack Cohn was reelected president, Motion Picture Pioneers and the Foundation of Motion Picture Pioneers at a board meeting last fortnight. Marvin Kirsch was reelected vice-president, and Harry J. Takiff, secretary-treasurer.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"Ace In The Hole"—High rating.

RKO

"Jungle Headhunters"—Standard travel film.

WB

"Along The Great Divide"—Names may help outdoor show.

MGM

"Home Town Story"—For the lower half.

Konecuff

(Continued from page 10)

first is that of Charlie Simonelli to the post of manager of the eastern advertising and publicity department of U-I by vice-president David Lipton. Simonelli will continue as executive in charge of national exploitation in addition. Also, we approve the appointment of Lige Brien as director of special events and New York and metropolitan area field representative by UA vice-president Max Youngstein. . . . Over at RKO, newspaper contact Bob Bochnel has been assigned the additional duties, to initiate a shorts subject publicity service for consumption by the public, trades, and exhibitors. . . . Charlie Levy, Walt Disney's eastern publicity representative, is back from setting campaigns on "Alice In Wonderland." . . . U-I radio and television contact Al Mendelsohn has written a song, "The Song of the News Carriers Bond Drive," accepted by the Treasury as the official drive song. . . . The Jack Goldstein office will handle premiere engagements on "Kon-Tiki." . . . World's middleweight champion "Sugar" Ray Robinson has signed with Bill Ferguson's Hollywood Enterprises to handle commercial and personal endorsements. . . . Esther Williams, Howard Keel, and Arlene Dahl are appearing on a special broadcast designed for Uruguay, representing the industry, to commemorate the 20th anniversary of that country's leading network of radio stations. . . . Republic's "Bullfighter And The Lady" is a better entry loaded with thrilling entertainment. . . . Okeh pressbooks are in on "The Man From Planet X", "Take Care Of My Little Girl", and "The Last Outpost." . . . Ben Washer will work with the Lynn Farnol office in its publicity service for the joint public relations committee of the theatres of Greater New York. He will handle newspapers and magazines while Martha Lucas will work on radio and audience promotion.

SCTOA Meets D. Of J.

WASHINGTON—Following a meeting with the Department of Justice's anti-trust division last week, the SCTOA committee announced that "the meeting was so satisfactory that arrangements to meet with film company heads and general sales managers, which had been made by the Southern California group, were cancelled." The group's presentation was made by committee chairman Al Hanson, Sherwin Corwin, and general counsel Ezra Stern.

PEOPLE

NEW YORK—Max E. Youngstein, UA vice-president and national director of advertising, publicity, and exploitation, last week announced the appointment for four additional permanent field representatives: Joseph Mansfield, Milton Overman, H. M. "Addie" Addison, and Peter Bayes. Mansfield will cover the New England territory, working out of the Boston exchange; Addison will cover the south out of Atlanta; Overman will handle field operations in the southwest out of the Dallas branch, and Bayes will cover the mountain region out of Denver. Part of the field service will be under the charge of Lige Brien.

NEW YORK—Appointment of Sam Bekeris as United Artists regional supervisor in South America was announced last week by Al Lowe, general manager, foreign department. Bekeris, who will headquarter in Buenos Aires, will handle the company's operations in Argentina, Brazil, Chile, Peru, Uruguay, Paraguay, and Bolivia. Lowe named Paul Wir, formerly ELC manager in Panama, as head of UA's office in that territory, succeeding David Gould, resigned.

NEW YORK—John L. Powers has been named head, sales statistics and branch operations department, United Artists, it was announced last week by A. E. Bollengier, UA treasurer. Powers, with United Artists for the past 18 years, has spent the last eight years as head of the tabulating section. Ronald Sidley moves up to the latter post.

NEW HAVEN—Max Birnbaum was promoted last week from salesman to branch manager, Warners, succeeding Al Daytz, resigned. Angelo Lombardi, office manager, replaces Birnbaum as salesman. In Boston, Clayton G. Eastman, formerly with ELC, succeeded Mickey Daytz, Warner sales manager, who resigned.

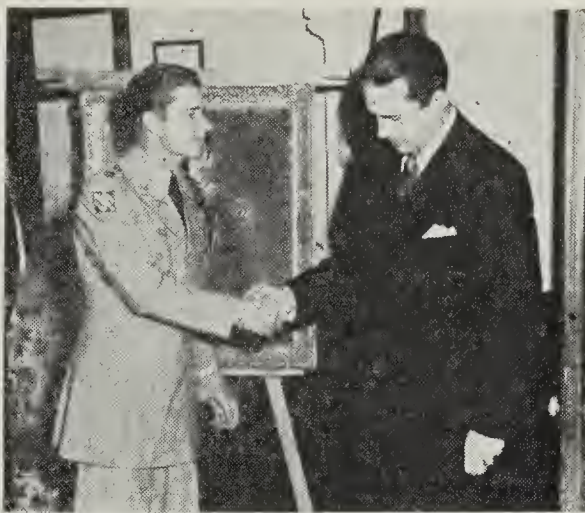
NEW YORK—Jack Barlass, general promotion manager, Meredith Publishing Company, has been named executive vice-president and general sales manager, The Princeton Film Center, Inc., according to an announcement by Gordon Knox, president, the Film Center, last week.

WASHINGTON—Nathan D. Golden, head, motion picture-photographic products division, National Production Authority, last week announced the appointment of Clifford Ross to head his planning and statistics branch.

NEW YORK—Warners announced last week that Jacob Wilk will be in charge of the purchasing of unusual play and story material. He will divide his time and work between the New York office and the studio.

NEW YORK—Frank Carter was last week promoted from salesman in the Warner Memphis exchange to branch manager. He succeeds Vernon Adams, resigned. Carter joined Warners as a poster clerk in Memphis in 1941.

LONDON—E. T. "Teddy" Carr last week resigned as managing director, J. Arthur Rank's General Film Distributors. He formerly was a UA managing director.



Governor Alan Shivers is seen recently congratulating screen star Audie Murphy just before the ceremonies that hung Murphy's portrait among those of Texas immortals in the rotunda of the Texas State Capitol in Austin, Tex. Murphy is currently being seen in U-I's "Kansas Raiders."

Skouras Aids Boys' Club

NEW YORK—The announcement of a \$500,000 grant by the Charles Hayden Foundation and the gift of land purchased at \$50,000 by Skouras Theatres Corporation for the Boys' Club of Queens, Inc., was made by M. J. Baranco, club president, at the North Hills Golf Club last fortnight. Checks and donations for over \$50,000 were pledged as more than 200 prominent Long Island citizens attended a special campaign dinner in Douglaston, L. I., the opening gun in a \$200,000 fund-raising drive for working capital.

At present a provisional member of the Boys' Club of America and a branch member of the Madison Square Boys' Club, the Queens chapter was originally the idea of George P. Skouras, who has been named honorary president of the organization. M. J. Baranco, Skouras' Theatres division manager and an enthusiastic supporter of the Boys' Club of Queens for several years, holds the office of president as well as that of chairman of the board.

Exhibitors Ask For "Vadis"

NEW YORK—For some time MGM has had requests from exhibitors for "Quo Vadis," but will not consider offers for the picture until a later date not yet determined, William F. Rodgers, vice-president and general sales manager, stated last weekend following completion of plans for sparking off the first of a three-day meeting with 22 field sales managers and home office executives. Rodgers also pointed out that where the company has been making deals for group pictures, all contracts read "This does not include 'Quo Vadis'."

Policies and distribution plans for forthcoming pictures were to be discussed at the sessions, including the 11 releases for the three months starting in June and "Teresa," produced by Arthur M. Loew in Italy and New York.

RKO Emphasizes Shorts

NEW YORK—In line with RKO's increased emphasis on short subjects, Robert Boehnel was last week assigned by publicity director Don Prince to initiate a short subjects publicity service directed to the public, trades, and exhibitors. The assignment will be an addition to Boehnel's regular handling of metropolitan New York papers as contact.

This Was The Week When . . .

Jules Lapidus, WB eastern and Canadian division sales manager, held a meeting of his district in Pittsburgh. . . . U-I's Maurice Bergman set talks before the Allied Rocky Mountain Independent Theatre Owners in Denver, the Motion Picture Theatre Owners and Operators of Georgia in Atlanta, and the Allied Theatre Owners of Indiana in French Lick Springs, Ind. . . . U-I arranged a six-week talent hunt with ABC's "Hollywood Screen Test" for "Hollywood Story." . . . Reeves Soundcraft Corporation announced the outright purchase of the Bergen Wire Rope Company, Lodi, N. J. . . . Joseph L. Mankiewicz, 20th-Fox, received an award from the readers of Japan's Eiga Sekai Sha, fan magazine, for "A Letter To Three Wives," as the best foreign picture released in Japan in 1950.

It was learned that the annual award by the Associated Business Publications for the best trade publication campaign selling dealers on using sales-promotion aids had been given to the Carvel Hall Cutlery—"Cheaper By The Dozen" 20th-Fox tieup. . . . UA's "New Mexico" had its world premiere at the Kimo, Albuquerque, N. M., with complete ballyhoo.

Sixteen geisha girls were flown in by RKO to help publicize area premieres of "Tokyo File 212" in some 90 key cities, beginning on May 2 at the RKO Keith, Washington, D. C. . . . A letter from Harry C. Arthur, Jr., Fanchon and Marco, on various phases of monopoly was placed in the Congressional Record by Representative Carl Hinshaw, California. . . . The second annual campaign of United Cerebral Palsy began throughout the country. . . . It was revealed that the address delivered by Spyros P. Skouras, president, 20th-Fox, at the recent Harvard Business School Forum will be distributed to organizations throughout the country. . . . The Mystery Writers of America awarded a scroll to 20th-Fox for "Mister 880." . . . MGM set five big openings for "Go For Broke."

Coleen Gray arrived in New York to help bally the world premiere of "Apache Drums" at Loew's State for U-I. . . . 20th-Fox announced a tieup with Bell and Howell for "The Guy Who Came Back."

Equipment Ceilings Revised

WASHINGTON—It was learned last week that ceiling prices for most types of film equipment will need revision as of May 28 under a new manufacturers' price order issued by the Office of Price Stabilization. The new order is highly complicated as to formula but was believed to bring some increases and some decreases.

Drive-Ins Approve Promotion

KANSAS CITY—Jack Braunagle, drive-in manager, Commonwealth Theatres, revealed last fortnight that over 200 drive-in operators in nearly every state had approved a roadway promotion tieup to post 24-sheets, three-sheets, etc., which he and his associates had devised.

★ In the tradition of...

★ *FLYING TIGERS*



★ *FIGHTING SEABEES*



★ *SANDS OF IWO JIMA*

★ REPUBLIC GIVES YOU AN

★ GREAT EXPLOITATION PI

FIGHTING CO

FIGHTING COAST GUARD starring BRIAN DONL

with JOHN RUSSELL • RICHARD JAECKEL • MARTIN MILNER • STEVE BRODIE •

Screen Play by Kenneth Gamet • Story by Charles Marquis Warren • Technical Adviser — Lt. Commander Ro

A R E P U B L I C P

Republic Pictures Corporation — Herbert J

A BROADSIDE OF SENS



WORLD PREMIERE
WARNER THEATRE
WASHINGTON, D. C.

ROOSEVELT
CHICAGO



HER
URE!

FAST GUARD

ORREST TUCKER • ELLA RAINES
RS and SONS OF THE PIONEERS
n, U.S.C.G.R. • Associate Producer-Director — JOSEPH KANE

U R E
ent



IONAL PRE-RELEASE PREMIERES!

FOX
SAN FRANCISCO

PARAMOUNT
and FENWAY
BOSTON

MAYFAIR
NEW YORK

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Philadelphia: Penn relays.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 36) Milwaukee: General MacArthur's homecoming. New York City: Loyalty Day parade. Italy: General Eisenhower inspects troops. California: Jap freighter runs aground. France: Exotic gloves. Dalton, Tex.: Seventh District Legion meet (Atlanta only).

NEWS OF THE DAY (Vol. XXII, No. 270) Milwaukee: General MacArthur's homecoming (Milwaukee only). New York City: Loyalty Day parade (except Milwaukee). New York: Israel navy visits. Italy: General Eisenhower inspects troops. Atlanta: Unique school teaches pupils how to sleep. Alexandria, Va.: Girl baseball belles.

PARAMOUNT NEWS (No. 73) New York City: Loyalty Day parade. New York: Israel navy visits. Italy: General Eisenhower inspects troops. Portugal: President Carmona mourned. France: "Short order" chicken. England: London's Wembley Stadium soccer championship.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 452) New York City: Loyalty Day parade. Milwaukee: General MacArthur's homecoming (Milwaukee only). Dalton, Ga.: Seventh District Legion meet (Atlanta only). Italy: Powder plant blast. Italy: Rome school for firemen. Holland: Baby sitters' school. Ft. Stockton, Tex.: Cowgirls bite the dust. Alexandria, Va.: Girl baseball belles.

WARNER PATHE NEWS (Vol. 22, No. 75) Hungary: Robert Vogeler freed (exclusive). Milwaukee: General MacArthur's homecoming. New York: Loyalty Day parade. Italy: General Eisenhower inspects mountain troops. Ukiah, Cal.: Town opens homes to Korea vets. Hawaii: Blossom bonnet fashions.

TELENEWS DIGEST (Vol. V, No. 18-A) Korea: "Confederate Rebels" on Yankee side in battle against Chinese Reds. Milwaukee: General MacArthur's homecoming. Japan: Aftermath of train fire. Formosa: Chiang Kai-shek's first anniversary of resumption of presidency. France: Marshal Petain dying on island. France: Alps battle late snows. Norway: Spring snows. San Mateo, Cal.: Bay Meadows Handicap.

IN ALL FIVE:

Washington, D. C.: Mrs. Truman greets cerebral palsy poster children. Italy: Rome's tourist police.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 35) Chicago: MacArthur hailed. Korea: UN forces hold against all-out Red offensive. Canada: Swollen rivers menace Ottawa. France: Motorcycle maniacs. Florida: Water skiing like crazy.

NEWS OF THE DAY (Vol. XXII, No. 269) Chicago: MacArthur hailed. Korea: UN forces hold against all-out Red offensive. Canada: Swollen rivers menace Ottawa. Allentown, Pa.: Defense workers see fashion show.

PARAMOUNT NEWS (No. 72) Chicago: MacArthur hailed. Allentown, Pa.: Defense workers see fashion show. England: Randolph Turpin, British and European middleweight champ, eyes title bout for world championship.



Secretary of the Navy Francis P. Matthews, left, Mrs. Matthews, and Republic President Herbert J. Yates are seen at the recent bow of Republic's "Fighting Coast Guard," Warner, Washington, D.C.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 451) Korea: UN forces hold against all-out Red offensive. English Channel: English sub lost. Canada: Swollen rivers menace Ottawa. New York: Cotton Queen crowned. Chicago: MacArthur hailed (Chicago only).

WARNER PATHE NEWS (Vol. 22, No. 74) Chicago: MacArthur hailed. Washington, D. C.: Newsman sworn in to succeed Senator Vandenberg. Korea: Marines aid Korean waifs. Fort Dix, N. J.: Family affair—father and son join army. Allentown, Pa.: Defense workers see fashion show.

TELENEWS DIGEST (Vol. V, No. 17-B) Korea: UN forces hold against all-out Red offensive. Japan: Supreme Commander Ridgway lifts camera ban in Tokyo. Florida: Double air crash. Argentina: Peron rewards atom scientist Richter. India: The threat of famine. Lawrence, Kans.: Don Cooper steals track show.

Broidy Seeks Pickup

COLORADO SPRINGS, COLO.—A sharp upward trend in Monogram and Allied Artists' business in the next six months was predicted by Monogram President Steve Broidy at the company's western regional sales meeting last week. He pointed out that both companies are operating in the black, and have been for the past six months.

Broidy cited four major films among future releases as having "the biggest concentration of boxoffice values in the history of the companies," "I Was An American Spy," "Cavalry Scout," "The Highwayman," and "Disc Jockey." Color will have an important part in future programs, he said.

U-I Declares On Preferred

NEW YORK—The board of directors of Universal Pictures Company, Inc., last week declared a dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock. The dividend is payable on June 1, 1951, to stockholders of record on May 15, 1951.

"Fabiola" Aided By Big Staff

NEW YORK—One of the largest field forces in recent motion picture history is being organized for the general release of "Fabiola," it was announced last week by United Artists. More than 50 men are being assembled, under exploitation manager Mori Krushen.

NPA Meets Equipment Chiefs

WASHINGTON—It was agreed last fortnight by the industry committee meeting with National Production Authority leaders and protesting NPA's controlled materials plan, under which manufacturers would receive direct allotments of materials needed to make products on and after July 1, that there is no need for NPA limitation orders on production of 35mm. equipment. It was pointed out to the NPA that scrap recovery and other salvage and standardization measures are being fostered in the industry along with many other conservation measures tending to save materials.

Nathan D. Golden, director, NPA motion picture photographic products division, presided at the meeting, which was attended by P. F. Thomas, Altec Lansing; Clarence Ashcraft, C. S. Ashcraft Manufacturing Company; W. D. Hausler, Century Projector Corporation; Henry M. Fisher, DeVry Corporation; J. K. Elderkin, Forest Manufacturing Company; Sam Sedron, Goldberg Brothers; R. B. Tompkins, International Projector Corporation; Fred C. Matthews, Motiograph, Inc.; Oscar F. Neu, Neumade Products, Inc.; R. H. Heacock, RCA Victor Division; L. Leonard Sats, Raytone Screen Corporation; P. B. Rendahl, National Carbon Division, Union Carbide and Carbon Corporation; E. J. Vallen, Vallen, Inc.; J. Mitchell, La Vezzi Machine Works, and Fred J. Wenzel, Wenzel Products Corporation.

Mann, Others Sued On Coast

SAN FRANCISCO—An anti-trust suit for \$450,000 damages was filed last week in federal court by Edward Levy against another exhibitor, George Mann, and Paramount, Loew's, Warners, 20th-Fox, National Theatres, Fox West Coast Theatres, RKO, Columbia, U-I, and UA. Levy charges that he opened a theatre in Dinuba, Cal., in February, 1941, and, in the same month, Mann, who owned the State, opened another theatre, and allegedly conspired with the defendants to prevent him from obtaining first-run product. Levy said the defendants' actions caused him to close his theatre in May, 1942.

U Retires Debentures

NEW YORK—Universal Pictures Company, Inc., last week reported to the Securities and Exchange Commission the retirement of \$599,000 of its three and three-quarter per cent sinking fund debentures to satisfy the requirements of Sept. 1, 1952 and March 1, 1953. After the retirement, the company had left a balance of \$259,000 of such bonds in its treasury as of April 30, 1951. There were \$3,318,000 outstanding in the hands of the public.

Sears, UA Near Deal

NEW YORK—The new UA management and former UA President Gradwell Sears are negotiating a settlement of his contract as distribution executive, which runs until the end of this year, it was announced last week. Sears' extended illness was given as the reason.

Industry Plugging Georgia Production Idea

ATLANTA—It was learned last week that the American Turpentine Farmers Association is going all out in assisting the Motion Picture Theatre Owners and Operators of Georgia in its campaign to "Make Another Georgia Picture."

The American Turpentine Farmers Association will sponsor a booth at the annual convention for the Motion Picture Theatre Owners and Operators of Georgia on May 13-14-15, and the booth will be attended by "Miss Gum Spirits of Turpentine" in the person of Miss Nira Jean Wimberly.

Approximately 20 cities and communities will sponsor booths at the convention promoting stories and ideas for making a feature length film in their particular locality.

Trade Press Men Organize

NEW YORK—Proposals for a constitution and a program of activities for the recently-formed Film Press Writers of America were drafted last week by its steering committee following the first meeting. The organization, committee chairman Al Picoult, said, consists of working trade press journalists. Its program will be based on the following three points: To offer social and fraternal contact among the members of the motion picture industry trade press but to refrain from considering any problems that belong in the field of union activities, to promote and advance the interests of the motion picture industry, and to promote good-will and cooperation between members of the motion picture trade press and those with whom they come in contact in the exercise of their duties.

The steering committee consists of Picoult, Allan Ames, Leonard Coulter, Charles Franke, Joseph Priore, Sumner Smith, William Specht, and Mel Konecuff, EXHIBITOR.

"Frogmen" Bows In Virginia

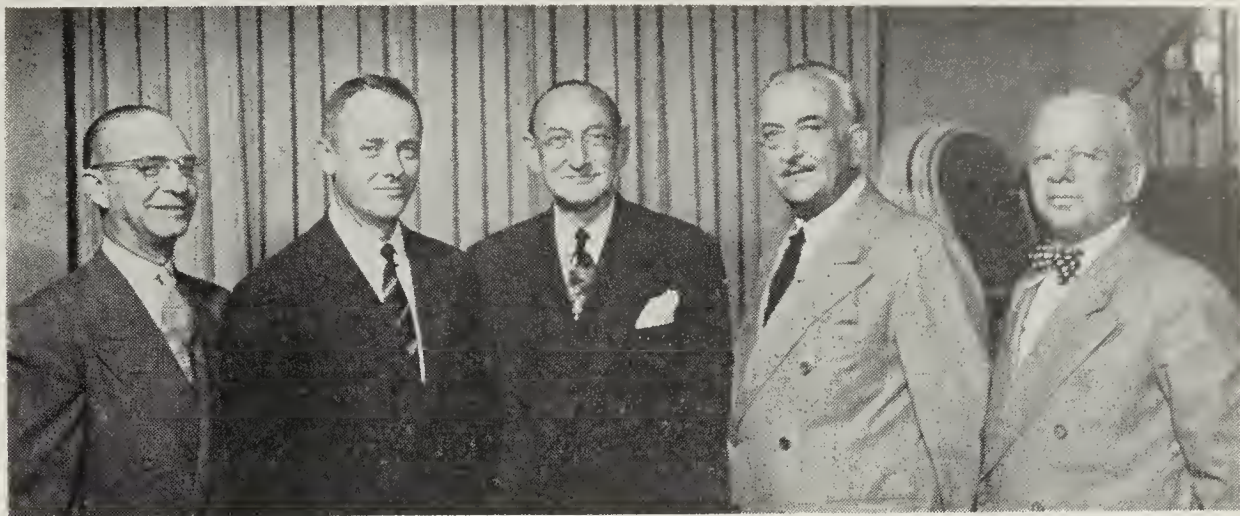
NORFOLK, VA.—At the invitation of Admiral William Fichteler, Commander-in-Chief of the Atlantic fleet, a host of newspapermen, magazine writers, radio personnel, and representatives of the film trade press will journey to Little Creek, Va., on May 24 for the world premiere of 20th Century-Fox's "The Frogmen."

Remaining through May 25, the press contingent will take part in the first public demonstration of the hazardous activities of the famed underwater demolition teams, whose story is told in the motion picture.

The red carpet will be unrolled for the visit with such notables as General Mark Clark and Assistant Secretary of the Navy John T. Koehler on hand to host the newspapermen.

Quebec Exhibitors Rebel

QUEBEC—Exhibitors here last week decided against closing down in protest to the new city amusement tax by the City Council, but decided they will not collect the levy for the city. Space for tax collectors will be provided in the theatres, should the city undertake collection itself, the theatremen said.



Top executives of Delft Theatres, Inc., of Wisconsin and Michigan are shown with RKO sales promotion manager Leon J. Bamberger, who was banquet toastmaster and guest speaker at the circuit's recent annual meeting at the Hotel Astor, Milwaukee. From left are president John B. Schuyler, vice-president Peter W. Jopling, Bamberger, board chairman H. S. Gallup, and Lawrence J. Jacobs, secretary-treasurer.

Miss Phillips Feted In D. C.

WASHINGTON—Claire Phillips, author of "Manila Espionage," on which is based Allied Artists' "I Was An American Spy," was honored last week at a luncheon by Vice-President Alben Barkley and Senators Richard Nixon and William Know-

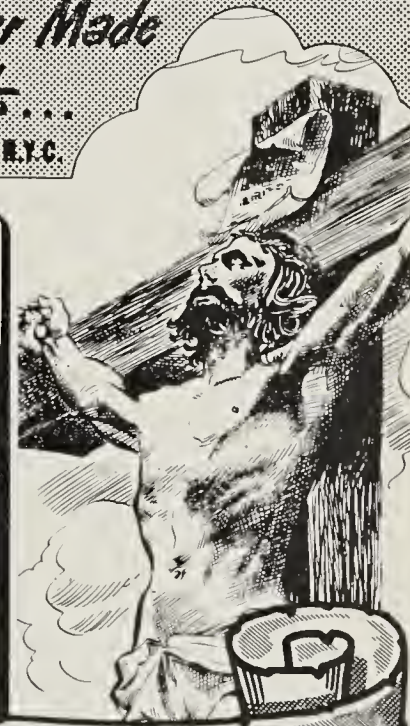
land, California; Wayne Morse, Oregon; Harry Cain, Washington, and Pat McCarran, Nevada. To the Senators, she made a plea on behalf of her bill, which asks that she be reimbursed to the extent of \$50,000, which she spent for the purchase of medicine and other supplies smuggled to American prisoners.

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The Industry So Many New Friends...*

CHARLES MOSS • CRITERION Theater • Broadway, N.Y.C.

BROTHERHOOD

- ★ IT MAKES YOU THINK!
- ★ IT MAKES YOU WONDER!
- ★ IT BRINGS NEW PATRONS!
- ★ IT BRINGS BACK OLD FRIENDS!
- ★ IT STARTS THE MOVIE HABIT!
- ★ SCHOOLS PRAISE IT!
- ★ CHURCHES PRAISE IT!



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The Greatest Story Ever Told

A NON-SECTARIAN STORY
OF THE LIFE OF CHRIST

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HALLMARK PRODUCTION ★

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in the WICHITAS

HALLMARK Attractions Available for Your Theatre... "Mom and Dad"...
"Prince of Peace"... "Sideroad"... "She Shoulda Said 'No'"...
"One Too Many"... Now in Production... "Secrets of Beauty"...
"The Best Is Yet to Come"... "Delinquent Angels"

Home Offices: HALLMARK PRODUCTIONS
HALLMARK BLDG., WILMINGTON, OHIO



NPA Approves, Disapproves

WASHINGTON—National Production Authority last week approved applications for construction or enlargement of five theatres, and turned down seven other such requests. Denied were: Rochester Amusement Company, Rochester, Minn., \$14,900, cooling equipment; John E. Portmeyer, Levney, Mo., \$47,026; Marvin A. Hickman, theatre building, Copperas Cove, Tex., \$23,300; Tyler Civic, Tyler, Tex., \$23,700; Commellee Company, Aberdeen, Md., \$148,000; drive-in and concession, Palmette, Fla., application by Jones Materials, Inc., Lawrence, Ill., \$29,800, and drive-in, Allen Turps, Hudson Enterprises, Inc., Kendallville, Ind., \$34,966.

Approved were: drive-in, Stephenville, Tex., by L. O. Morgan, Staton Lubbock Company, \$6,500; drive-in, Donald Boardman, Augusta, Ga., \$11,500; drive-in, Theatre Sales Company, Chattanooga, Tenn., \$20,000; Stanley-Mark-Strand, New York City, \$70,870 alterations to theatre, and Benham Amusement Company, Benham, Tex., \$15,250.

Allied KC Meeting Nears

KANSAS CITY—Final details of the Allied Independent Theatre Owners of Kansas and Missouri convention program for May 15-17 at the Phillips Hotel were arranged by convention chairman O. F. Sullivan last week.

Speakers added to the previously announced program are Robert Kennefick, Sports Service, Inc., Buffalo, who will speak on drive-in concessions, and Paul Ottenstein, Socony Vacuum Oil Company, who will discuss re-surfacing and ramp maintenance of drive-ins. A junket of 22 Hollywood personalities is scheduled to plane to the convention.

DuMont Profits Increase

NEW YORK—Allen B. DuMont Laboratories' 1950 net profits were more than twice those of 1949, it was disclosed last week by President Allen B. DuMont in his annual report to stockholders. The 1950 figure, after taxes and other charges, was \$6,900,788, compared with \$3,269,880 in 1949. Last year's gross income totaled \$76,362,665, a 69 per cent increase over the 1949 total of \$45,267,089. The company's current assets are listed at \$31,087,710, with a working capital of \$16,953,230.

More TV For UPT Houses

NEW YORK—New theatre TV equipment will be installed in 22 more United Paramount Theatres, mainly in the midwest, it was announced last week by President Leonard H. Goldenson. Full operation is expected by early fall. The company has not yet decided which theatres will receive the new equipment, which includes 20 RCA systems and two Paramount intermediate film systems.

Astra Wins "Ecstasy" Suit

NEW YORK—Astra Pictures last week won a federal court verdict in the company's suit against Eureka Productions, Jewel Productions, and Samuel Cummins, charging infringement on the copyright of "Ecstasy." Counterclaims of the defendants were dismissed. Astra was held to be the copyright owner, and the case was referred to a special master for the \$100,000 to be sought.

THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (MAY 9, 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

AIR CADET (94m.)
(U-I)



BULLFIGHTER AND THE LADY
(89m.) (Republic)



DOUBLE CROSSBONES (75½m.)
(U-I)



FIGHTING COAST GUARD
(88m.) (Republic)



FIVE (91m.)
(Columbia)



FOLLOW THE SUN (90m.)
(20th-Fox)



I WAS A COMMUNIST FOR
THE F. B. I. (82m.) (WB)



KON-TIKI (73m.)
(RKO)



MY FORBIDDEN PAST (70m.)
(RKO)



THE BRAVE BULLS (108m.)
(Columbia)



THE FIRST LEGION (86m.)
(UA)



THE MAN FROM PLANET X
(70m.) (UA)



THE SCARF (87m.)
(UA)



Continuing

ABBOTT AND COSTELLO MEET
THE INVISIBLE MAN (82m.)
(U-I)



BEDTIME FOR BONZO (83m.)
(U-I)



FATHER'S LITTLE DIVIDEND
(81m.) (MGM)



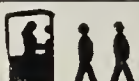
FOURTEEN HOURS (92m.)
(20th-Fox)



I CAN GET IT FOR YOU WHOLE-
SALE (91m.) (20th-Fox)



I'D CLIMB THE HIGHEST
MOUNTAIN (81m.) (20th-Fox)



INSIDE STRAIGHT (87m.)
(MGM)



LUCKY NICK CAIN (87m.)
(20th-Fox)



LULLABY OF BROADWAY (92m.)
(WB)



MA AND PA KETTLE BACK ON
THE FARM (81m.) (U-I)



ONLY THE VALIANT (105m.)
(WB)



RATON PASS (84m.)
(WB)



RAWHIDE (86m.)
(20th-Fox)



SOLDIERS THREE (90m.)
(MGM)



THE GROOM WORE SPURS
(81m.) (U-I)



THE LEMON DROP KID (91m.)
(Paramount)



THE MATING SEASON (101m.)
(Paramount)



THE REDHEAD AND THE
COWBOY (82m.) (Paramount)



THE SECOND WOMAN (90m.)
(UA)



THE SWORD OF MONTE
CRISTO (80m.) (20th-Fox)



THE THING (86m.)
(RKO)



UNDER THE GUN (83m.)
(U-I)



UP FRONT (90m.)
(U-I)



VALENTINO (105m.)
(Columbia)



No Film Shortage Seen By Golden

NEW YORK—"There is no shortage of motion picture film," stated Nathan D. Golden, director, Motion Picture Photographic Products Division, National Production Authority, speaking at the opening luncheon of the Society of Motion Picture and Television Engineers last week.

Golden said that while it is difficult to build up an excess inventory of film, an extreme shortage does not exist. "Film suppliers and manufacturers," said Golden, "inform me that they are still delivering comparable footage to their accounts paralleling 1950 purchases."

In reviewing the goals of the NPA's conservation program, Golden pointed out the importance of industries initiating their own such programs. Golden closed his address with a plea for close cooperation for the good of the nation.

The SMPTE's 69th semi-annual convention ran from April 30-May 4.

Other speakers included SMPTE President Peter Mole, who pointed out that the industry's failure to take full advantage of the technical advances that have been made might result in the stunting of future growth.

Emilio Ascarraga, principal owner of Mexico's largest circuit and owner of television station XEWZ, told the convention that Mexico will have 12 television stations in operation by the end of this year, with two of them slated to begin telecasting in Mexico City within 90 days. Ascarraga is also part owner with RKO of Churubusco Studios and vice-president, Inter-American broadcasters.

The increasing importance of kinescope film distribution was outlined in a report of Frank C. Lepore, NBC's film and kinescope recording operations manager. "Kinescope recordings make possible national television networks guaranteeing a bright future for the newest and most dynamic medium of advertising and communication yet devised by man," Lepore said.

The convention heard of a possible new boxoffice booster in the form of a system of achieving "a dramatic improvement in motion picture exhibition in theatres," in a paper by engineering and architecture consultants Benjamin Schlanger and William A. Hoffberg. Involved in the new system are a large screen, new camera techniques, and auditorium seating changes. The system is said to make possible the placing of important action in remote sections of the enlarged screen, adding to the flexibility of camera work, and providing an atmospheric extension of picture light, shade, and color. While home television would not be able to duplicate the dramatic scale and impact the new development could provide, it is said, the system would be an important step toward re-establishing the motion picture theatre as a unique medium of entertainment.

Cost of adapting present theatres to this system is limited to providing a new screen, rearranging their seating somewhat, new projection lenses, and, in some instances, new projection lamp houses and wiring provisions, the authors stated. No radical change in production equipment is said to be required.

In a paper presented by Samuel R. Todd, Chicago Board of Examiners, it was stated that high-voltage theatre television has



Charles Simonelli recently was promoted to the managership of U-I's eastern advertising and publicity department. He will also continue to serve as executive in charge of national exploitation, the post he held at the time of his promotion.

created new safety problems in the presentation of screen entertainment. Todd advised that structural loading factors be "thoroughly checked" before the installation of such massive equipment as that involved in a theatre television system employing direct projection. He pointed out that "the proper location of the picture projection tube and optical barrel is very important from the viewpoint of safety to the public," adding that, "it is also a very important factor in securing best projection quality." Todd asserted that the "present method used in theatre TV projection can hardly be considered as complying with the most elemental standards for safe handling in 35mm. film."

A report of the SMPTE's screen brightness committee on the results of a survey covering 88 indoor houses disclosed that "screen brightness falls within the recommended range for a little over half of the projectors, but that almost one-quarter of the theatres are below the recommended standards." It is expected, the report said, that the results of this survey when completed will form the basis of a committee recommendation for improvement of projection practice in theatres.

Einfeld Continues Trip

BUENOS AIRES—Continuing his tour through South America meeting with exhibitors, state officials, and company personnel, Charles Einfeld, vice-president, 20th Century-Fox, arrived last week following a round of showmanship activities in Uruguay.

Einfeld met with the members of the national press in Montevideo along with all managers of the important Censa Circuit, who were called to the meeting by circuit topper Juan V. Helgera.

Climax of Einfeld's stay in Uruguay were top-level discussions with American Ambassador Christian M. Ravndal and the country's Secretary of State. Exhibitors, state dignitaries, and the American ambassador attended a dinner in honor of Einfeld before his departure for Argentina. Senator Paysee Reyes was host at the function during which Einfeld brought a personal message of greeting to the assemblage from 20th Century-Fox's president Spyros P. Skouras.

Schwalberg Blasts Concept

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, last week blasted the old industry concept that quality films have little or no appeal for so-called "small town" audiences. In a letter now being circularized among the company's sales executives and salesmen, Schwalberg pointed out that family interest in education usually runs higher in small towns than in the big metropolitan centers, and that the interest in the "finer" things runs as high.

TV Hearing Sept. 17

WASHINGTON—The Federal Communications Commission last week announced that hearings on allocation of frequencies and rules governing theatre television will begin on Sept. 17. Fifty petitions for the allocating of some frequencies to theatre television have been filed. Persons desiring to take part in the hearings must file statements with the commission on or before Aug. 15.

"Of course,
the better theatre
sound systems
include..."

Voice of the Theatre
REG. TRADE MARK

Loudspeaker Systems

ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N.Y.

9356 Santa Monica Blvd.
Beverly Hills, Calif.

LEADING THEATRE SUPPLY DEALERS THROUGHOUT THE WORLD

McWilliams Again To Lead AMPA

NEW YORK—Harry K. McWilliams last week was proposed for reelection as president, Associated Motion Picture Advertisers, and Charles Simonelli was named as a nominee for the vice-presidency, to succeed Hap Hadley. The nominating committee also named Lige Brien for reelection as treasurer, and Anita McGee to succeed Marjorie Harker as secretary. The proposed board of directors comprises McWilliams, Simonelli, Brien, Miss McGee, Blanche Livingston, Gordon White, Vincent Trotta, Rutgers Nielson, and Miriam B. Moses. Nominated to the board were Dave Bader, Chet Friedman, and Jacques Kopfsstein. Auditing committee nominees are Charles Alicote, Leon Bamberger, and David Weshner.

Mary Pickford Honored

OTTAWA, CANADA—Mary Pickford was guest of honor last fortnight at the annual dinner of the Association of Motion Picture Producers and Laboratories on the eve of the presentation of the Canadian Film Awards, Canada's award celebration. Toronto-born Miss Pickford made the awards presentation at the Odeon in a ceremony attended by Prime Minister St. Laurent and other high dignitaries, representing governments from all over the world plus leading figures in the industry. The honors went to Canadian film producers for outstanding motion picture productions in 1950. Tess Michaels, UA publicity department, accompanied Miss Pickford to Canada.

Pathe Asks Suit Dismissal

NEW YORK—Pathe Industries last fortnight moved to dismiss a \$27,000 suit brought by it and Eagle Lion Classics against Lou Bunin Productions for alleged non-delivery of a film, "Alice In Wonderland," and to initiate in its place a suit for \$1,000,000 damages. The action followed a counter-suit brought by Bunin asking for \$1,500,000 damages against Pathe, charging the film had been delivered and that Pathe, through ELC, had failed to distribute it according to the terms of a 1949 contract.

Want To Sell Two Theatres

Located in Suffolk Co., L. I., N. Y.

"A" Theatre is first run, has 535 seats with loge and there is a 48 year lease. It is brand new, with all equipment owned outright by the tenant.

"B" Theatre has 300 seats and a subsequent run and carries a ten-year lease. All equipment is owned by the landlord.

The theatres are ten miles apart and \$60,000 will cover both with terms arranged if desired. Returns on both houses are good and reason far after to sell is personal. Full information can be had by writing

BOX 89

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.



General Committee Set For NYC TOA Convention

NEW YORK—With the general committee appointments completed by chairman S. H. Fabian, plans and arrangements for the 1951 TOA convention and trade show were taking shape last week. The big fall get-together will be held at the Hotel Astor from Sept. 23-27.

The complete committee named by S. H. Fabian, general chairman, includes: George P. Skouras, finance officer; Walter Reade, Jr., vice-chairman; Charles E. Lewis, assistant general chairman; Philip Harling, convention coordinator; Miss Winifred Cutler, convention secretary, and Adam Adams, Harry Brandt, Robert Dowling, Russell Downing, Edward Fabian, Ted Gamble, Leonard Goldenson, Harry Kalmine, Maurice Miller, J. J. O'Leary, Samuel Rinzler, Samuel Rosen, Edward Rugoff, Fred Schwartz, Sol Schwartz, Sol Strausberg, Joe Vogel, Frank Walker, and Robert Weitman. Representing TOA, and serving as ex-officio members of the committee will be Gael Sullivan, executive director, and Herman Levy, general counsel.

MPAA Sets Safety Record

NEW YORK—For the fifth successive year, the 400 regional exchanges of the Motion Picture Association's member companies suffered no loss or damage by fire, it was revealed last week.

This extraordinary record of safety by installations that handle daily an aggregate of some 22,000 miles of film is disclosed in an annual report of the Technical Services department, MPAA unit which supervises the industry's voluntary program of film conservation.

Eastman Sales Up

ROCHESTER, N. Y.—Eastman Kodak Company last week announced preliminary consolidated sales of approximately \$113 million for the first quarter of 1951. This compares with reported sales of approximately \$84½ million for the corresponding period in 1950.

James S. Watson, Thomas J. Hargrave, Paul S. Achilles and Adolph Stuber were reelected directors.

Floyd Billingsley Mourned

SAN FRANCISCO—Floyd M. Billingsley, 60, third vice-president, IATSE, died last week.

A native of Texas, Billingsley became a projectionist at Austin in 1906, and went to the west coast a few years later. He joined the San Francisco Local 162 in 1918, and had been its business agent almost continuously since 1929.

Griffith Costs Cut

OKLAHOMA CITY—Federal attorneys last week submitted in federal court a revised court costs bill reducing the government-sought sum from \$30,974 to \$8,015 in the anti-trust suit against Griffith Amusement Company. The action resulted from Griffith's fight for reduction of the costs.

German Festival Set

BERLIN—It was announced last week that the Internationale Film Festspiele Berlin, 1951, would be held here on June 6-17.

Park-In Files New Drive-In Appeal

WASHINGTON—Park-In Theatres, Inc., last week filed an appeal in the U. S. Supreme Court in its drive-in patent action against Paramount-Richards Enterprises, Inc., Paramount-Richards Theatres, Inc., and Kennington-Richards Enterprises, Inc.

Brought in 1947, the suit seeks recovery of royalties under a patent agreement on Park-In's Hollingshead drive-in patent as well as damages for the alleged failure of the defendants to "adequately and in good faith commercialize and promote the invention" in compliance with the agreement. The suit was dismissed by both lower courts on grounds that the terms of the agreement constituted misuse of the licensed patent, rendered the agreement unenforceable.

Harbach Again Heads ASCAP

NEW YORK—Otto A. Harbach and all other officers of the American Society of Composers, Authors, and Publishers, with the exception of secretary George W. Meyer, who was succeeded by Paul Cunningham, were reelected last fortnight at a meeting of the board. Others renamed are Saul H. Bourne, vice-president; Oscar Hammerstein, II, vice-president; Louis Bernstein, treasurer; A. Walter Kramer, assistant secretary, and Frank H. Connor, assistant treasurer.

Named to a new committee to continue negotiations with Hollywood producers to establish fees for licenses to music used in films were Stanley Adams, Fred Ahlet, Hammerstein, Edgar Leslie, and Bourne.

GPEC Sales Increase

NEW YORK—General Precision Equipment Corporation and subsidiaries last week reported consolidated net sales of \$7,170,595 for the first three months of 1951, an increase from last year's comparable \$4,978,846. Consolidated net income for the period totaled \$167,882, representing 28 cents per common share, as compared with a net loss of \$61,327 for the first quarter of 1950. GPEC directors declared a 25-cents-per-share dividend on the outstanding common, payable on June 15 to holders of record on May 25.

Wirth Drops Service Post

NEW YORK—Warners announced last week that Ben Wirth is resigning as president, Warner Brothers Service Corporation, in order to confine all his activities exclusively to the administration and management of the company's real estate operations. Warners also announced that Carl Siegel, who has been in charge of all concessions in the Newark zone, under Wirth's supervision, has been appointed president, Warner Brothers Service Corporation. Harold Rodner remains as vice-president.

Phonevision Averages \$1.50

CHICAGO—Eugene F. McDonald, Jr., president, Zenith Radio, last week reported to the company's annual meeting of stockholders that orders by subscribers to the Phonevision test exceeded \$1.50 a week per family, after the first week of transmission.

CANDYDLY SPEAKING

IN THESE MODERN days of scientific achievement and new and wonderful inventions, we are sometimes prone to admire our own brilliance. This is particu-



BILL ENGLAND

larly true when it comes to the wonders of the various automatic machines that are used to gather extra profits in most theatres. Many of these machines are marvels of mechanical achievement; they give a selection of product, whether it be candy or soft drinks, they give correct change for a

dime and a quarter, and they are on the job day or night.

WE SOMETIMES think the automatic machine is peculiar to our time, and it was with some degree of amazement that I recently saw a vending machine that was used in the early 1700's in Colonial America. In the Raleigh Tavern, Williamsburg, Va., is an automatic tobacco box in use in the days of George Washington. It is a beautiful piece of workmanship, a rectangular polished brass box with a cover that is hinged in the middle. There is a place to drop a coin on one half of the cover, and the insertion of the coin permits a plunger to be pushed, which releases the catch on the other half of the cover. When the cover is raised, access is gained to the tobacco for filling a pipe. This early vending machine was known as the "honor box" because the customer was honor bound to take only one pipe full of tobacco for each coin inserted.

TODAY, the average vending machine operator can well wish that the customers were "honor bound" to treat vending machines properly. In many places, the patrons of vending machines believe the machine is fair prey for slugs, forcible entry, and general violence of all types.

THERE SEEMS to be a growing vandalism in theatres in many sections of the country. Candy counters are broken into during

(Continued on page EP-4)

This concession stand at the Spreckles, San Diego, Cal., was designed by Mrs. Jacquelyn Shlaes, daughter of the late industryite, Lew Metzger.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



234151

**- ADMIT ONE -
GOOD THIS DATE ONLY**

The management reserves the right to refuse admission on this ticket by refunding purchase price. Also reserves the right to designate where the holder of this ticket shall be seated.

234151

234152

**- AD
GOOD**

The management reserves the right to refuse admission on this ticket by refunding purchase price. Also reserves the right to designate where the holder of this ticket shall be seated.

A SECOND BOX OFFICE INSIDE YOUR THEATER

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

DRINK

Coca-Cola

REG. U.S. PAT. OFF.

DRINK

Coca-Cola

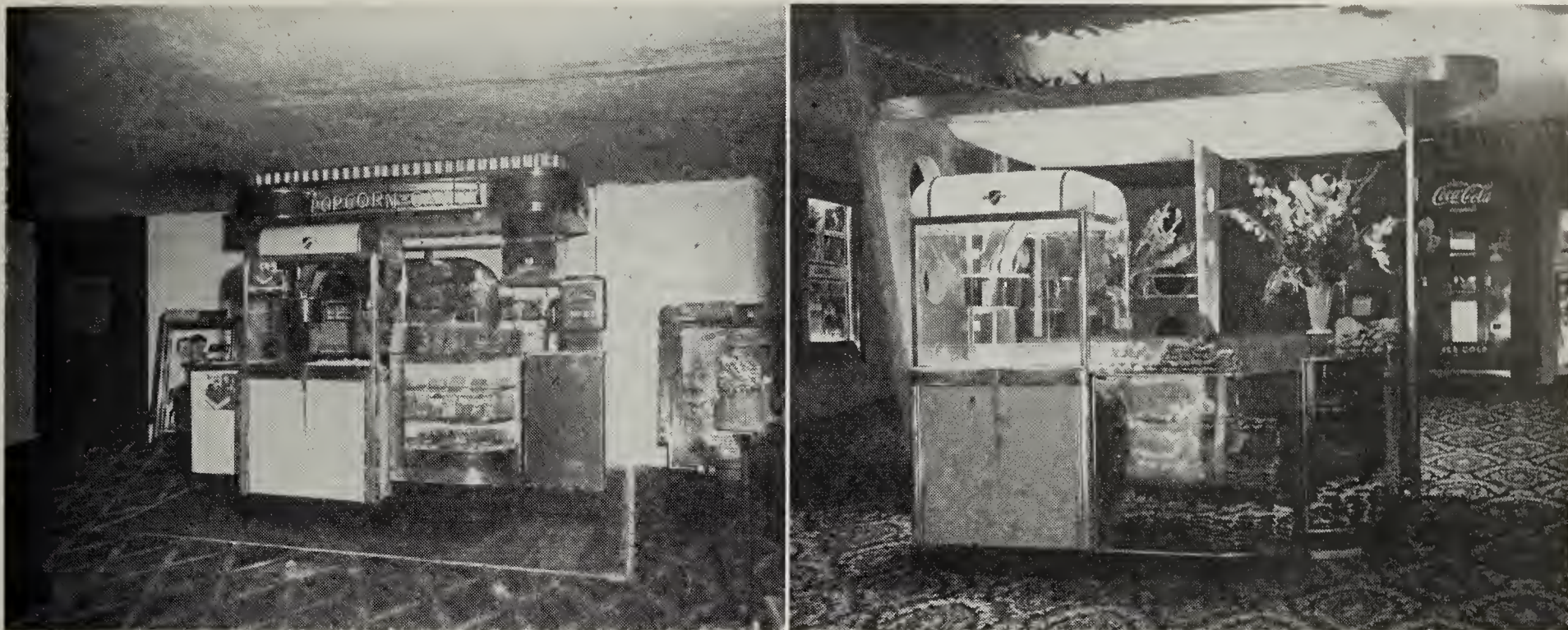
REG. U.S. PAT. OFF.

234152

When you offer ice-cold Coca-Cola to your patrons, you are putting a second box office inside your house. Theatergoers are in a spending mood. With Coca-Cola, YOU can get the coins that are going for refreshment. Thus, you can increase your profit per admission with no increase in overhead. And you can do it with your choice of vending methods and a few square feet of floor space now idle. For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

**- AD
ONLY**

The management reserves the right to refuse admission on this ticket by refunding purchase price. Also reserves the right to designate where the holder of this ticket shall be seated.



Attractive concessions stands, as typified by those at the Strand, Dallas, left, and the Strand, New Orleans, right, are a feature of Joy Circuit houses.

JOY THEATRES CONCENTRATES ON ITS CONCESSIONS

The expanding southern circuit, with headquarters in New Orleans, has also used sales competitions, with special prizes as an inducement.

WITH some 50 conventional theatres and drive-ins throughout Louisiana, Texas, Arkansas, and Mississippi, Joy Theatres, Inc., headed by Joy N. Houck, has been characterized by rapid growth and extensive operations.

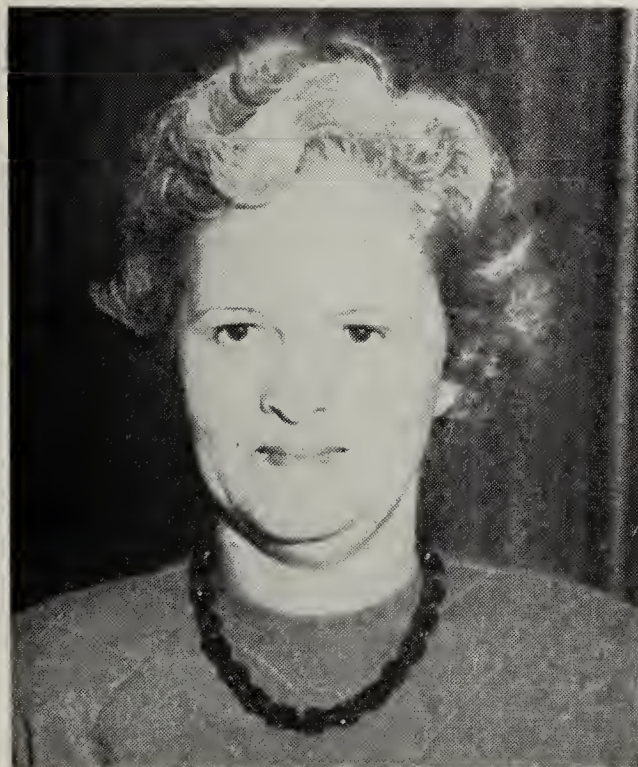
BUT, however widespread its operations, the circuit has not neglected the importance of substantial extra profits departments as a necessary adjunct to exhibition, and its concessions stands rank with

the best, be they in the neighborhood houses which are the mainstay of the organization or in the larger, more lavishly appointed Joy theatres in cities like New Orleans or Dallas.

REALIZING that successful operation of an extra profits department depends on more than merely having a good looking stand or ample stocks of best-selling items, the circuit provides such incentives as the recent 25th anniversary drive, in which generous prizes for concessions sales lead-

ers were offered. While such competitions intensify the counter girls' personal interest in their work, that interest does not drop off completely when the contest ends, but tends to persist for some time afterward.

THE RULES of good extra profits management are practically self-evident; when put into continual practice, as with Joy Theatres, and there is no reason why they should not prove as rewarding elsewhere as that circuit has found them to be.



Winning concession girls in Joy Theatres' recent 25th anniversary drive were Mrs. Eugenia Leggett, left, Joy, Rayville, La., first place winner, who received \$250 and a trip to Hollywood, all expenses paid; Carlin Arceneaux, center, Joy, Gramercy, La., awarded \$250 for second place, and Nettie LaGrange,

right, Acadia, Rayne, La., winner of the third prize of \$100 in the southern circuit's competition. Mrs. Leggett also won first prize of a week's salary seven times in the 14-week sales competition of the company, which headquarters in New Orleans, and is one of the most prominent southern circuits.

The Greatest Potential

Braunagel Favors "Family Selling"

It is the opinion of Jack Braunagel, Commonwealth Theatres' drive-in division, Kansas City, that "family selling" is the drive-ins' greatest potential market, and that this type of selling should be adapted through all phases of their operation, not only in the type of film fare offered, services provided, but in the extra profits department as well.

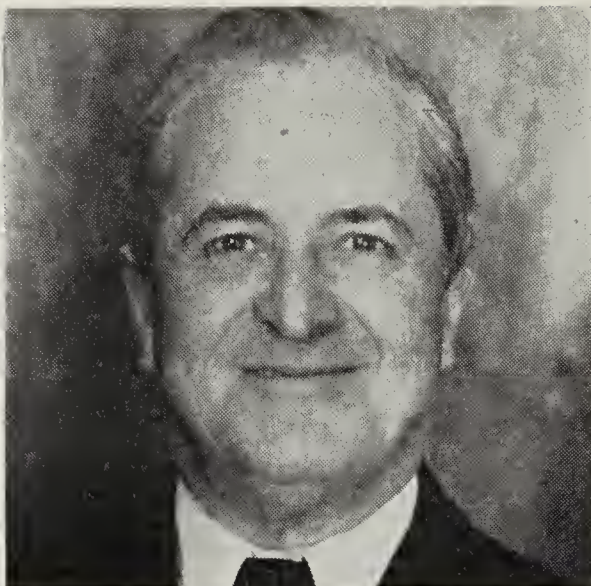
"The family market is a great untapped one of the greatest attendance potentialities," says Braunagel, citing the fact that surveys have indicated that 50 per cent of the people of this country have yet to attend a drive-in show.

To ATTRACT this type of patronage, Braunagel states that specific catering is necessary. Although the film attractions are of first importance, with concessions coming next, a combination of the two distinctly along "family lines" should result in increased business of the type trying to be reached. A combination of the two to meet most "family" preferences will in most drive-in cases result in better long-run business, he believes.

Older persons should be in charge of drive-in concessions, and snack bars is a better term to use, Braunagel feels, since concessions has a connotation of carnivals and other undignified operations about it, he believes. Naturally, cleanliness at the snack bar is a "must." The spots should be operated on the cafeteria basis since a great many people have to be frequently served quickly such as at the break of the show.

For the greatest appeal to the family trade, it naturally follows that snack bars should always feature items appealing to all members of the family, he declares.

IT HAS BEEN Commonwealth's experience, Braunagel continued, not to favor hawkers for car-to-car selling in drive-ins. Personalized talks by the manager via the loud speaker system at show breaks is much more effective, and enhances the "family" spirit of things. He can give



Jack Beresin recently was elected president, ABC Vending Company, New York City, succeeding Charles L. Reilly, who retains his post as chairman of the board. Beresin, who was vice-president of ABC since its inception two years ago, also is president and treasurer, Berlo Vending Company, Philadelphia, eastern unit and ABC subsidiary.

"straight from the shoulder" talks telling of the specials on sale at the snack bar.

Variety is the spice of good business for the snack bars, and one should not have the same thing every night and every week. Something different should be on the menu at least once a week in addition to the standard items. Don't just put out the items, but merchandise them by the loud speakers.

For example, one drive-in had a special on carmel corn, and sold 300 sacks at 15 cents each within six minutes because the manager did a proper selling job at the break. In fact, it was reported, town folk came out to the drive-in just to get the carmel corn when they heard how good it was.

Commonwealth gives the drive-in manager a percentage of the gross on the snack bar so that he will do a good merchandising job.

BRAUNAGEL says eating behind snack bar counters should not be permitted. Commonwealth's system is giving workers special prices on what they buy, and this has cut food shortages to only 0.4 per cent and food spoilage to but 0.5 per cent, or only 0.9 per cent.

A clock informs the exact time of a show break so that they can be all set to serve patrons speedily, efficiently, and courteously. In the off periods, they can eat all they want at the special prices.

Naturally, when making a bid for "family trade," the snack bars and everything else should have special "child appeal." The kids are the ones who will wheedle the money out of their parents. He urges that his employees be sure to have not only candy, popcorn, bubble gum, ice cream, and other items that are sure fire with them but also be sure to have foods, and soft drinks available, and on plentiful display at eye level.

Child preferences vary in different localities, and even change from time to time.

Passes Used In Popcorn

CHICAGO—Interest in the purchase of popcorn has been stimulated by Leonard Utecht, manager, Manor, in an arrangement made with the Irving Davis Company, which operates the candy and popcorn concessions in the theatre whereby some of the 20 cent buttered popcorn boxes are stamped with red stars, and dated. A screen trailer announces that holders of boxes so stamped receive a free pass to the theatre upon redemption of the flap at the boxoffice within a 14-day period.

Candydy Speaking

(Continued from page EP-1)

the night, and vending machines are sometimes wrecked, pried open with crow bars.

WAYS AND MEANS must be found to stop this type of vandalism.

Bill England



A pretty model in a giant popcorn box helped the Paramount, Halifax, Canada, win the Easter concession display contest conducted last month by Theatre Confections, Ltd., Toronto, as an effective sales booster.

EXTRA PROFITS

Vol. 6, No. 2

May 9, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles 36, California.

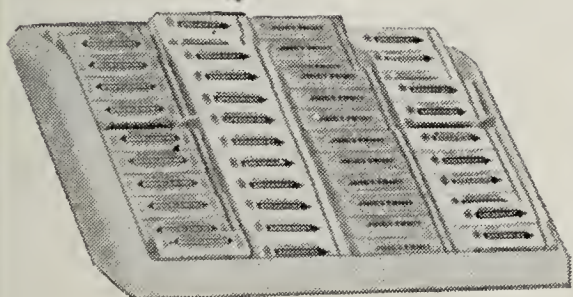
Editorial consultant: W. B. "Bill" England.

Advisory boards—

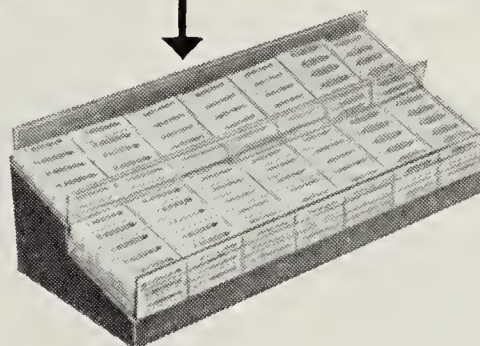
Composed of executives and heads of the concessions and vending departments of theatre circuits: Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometca Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields: A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Sald, McPhail Chocolate Company, Oswego, N. Y.

Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Sheridan Theatre, Miami Beach, Fla., displays and sells chewing gum for convenience of patrons and extra profits.

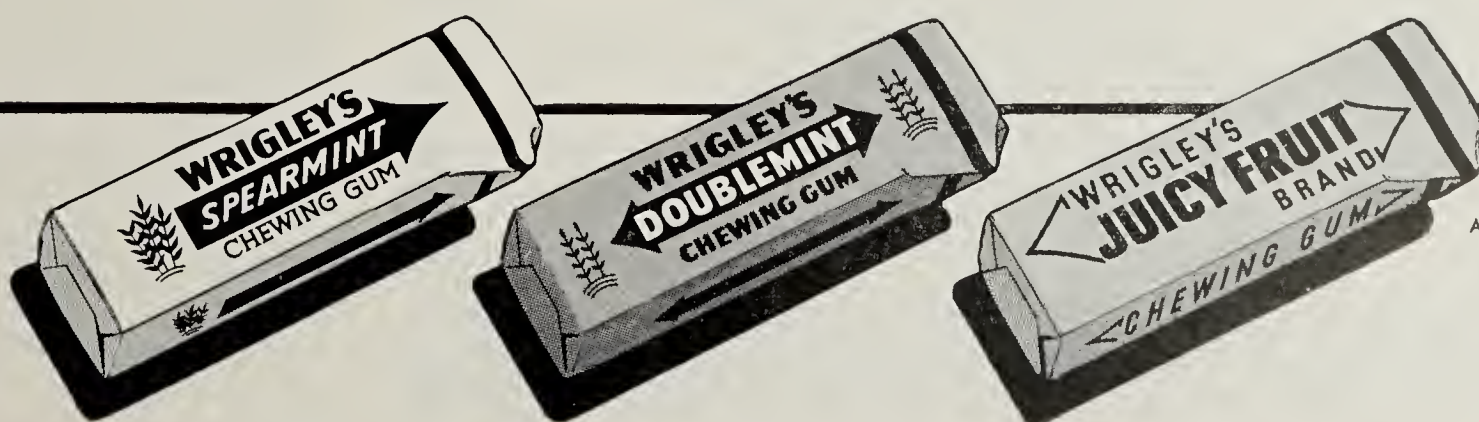


Boulevard Theatre, Houston, Texas, gets extra revenue and good will by displaying popular brands of gum.

You build good will and extra profits by selling and displaying popular brands of chewing gum

You know that many people like to chew gum at the movies. The pleasant chewing helps them relax and get greater enjoyment out of the picture. What's more, they like the convenience of buying gum right at the theatre. That's shown by the big gum business done in theatres all over America.

You'll provide a real service and build good will by displaying Wrigley's Spearmint, Doublemint, "Juicy Fruit", and other popular, fast-selling brands of chewing gum. Display chewing gum in a good position where it's easy to see and buy. You'll get substantial extra sales and profits.



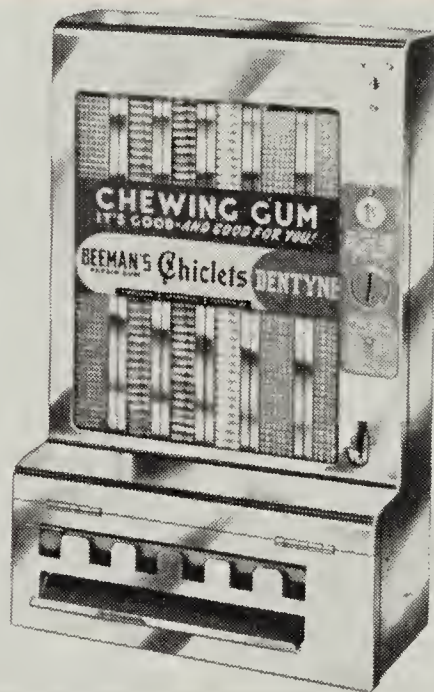
PROFIT ITEMS

Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters

New Gum Vender

Recently introduced by the Mills Automatic Merchandising Corporation, Chicago, is this 1951 model satin finished stainless steel selective display gum vender, which the company states will handle all nationally advertised brands of the American Chicle Company. Stainless steel inserts are available at no additional cost if Wrigley gum is to be vended. Capacity is 315 one-cent pieces in six columns. Mills points out a virtually slug-proof mechanism, coin return cup, and built-in rubber counter mounting pads as the machine's new features. The vender can be wall, counter, or stand mounted, or can be fastened to candy, beverage, or cigarette machines by brackets, it is claimed. Weight of the machine is 20 pounds.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.



The new stainless steel selective display gum vender of the Mills Automatic Merchandising Corporation, Chicago, will hold 315 one-cent pieces.

Moisture Tester

Universal Offers Economic Device

MANY theatre operators throughout the country have found a need for a moisture tester in conjunction with processing popcorn, and the experience of equipment and supply dealers indicates that popcorn with moisture content of between 13 per cent and 14 per cent will give a maximum yield of popped corn. In that connection Sheldrick Universal Moisture Tester is an important device.

The Universal moisture tester gives a direct moisture percentage reading on the dial located on the front of the instrument without the necessity of using conversion tables or going through mathematical calculations. The instrument also has a built-in thermometer which gives an instantaneous temperature reading of the sample at the same time that the test is being made. The self-powered Ohmmeter generates its own current to make the test, and this eliminates the necessity for an electrical connection or the use of batteries.

A SAMPLE is weighed out on a gram scale, and placed in the cup, which is removable from the instrument. The cup is put into position, and the sample is compressed to an accurately predetermined thickness until a pointer line opposite a preselected line on the scale. The lines on the scale are within a few thousandths of an inch, and the final thickness is controlled by observing a numbered wheel on the side of the instrument near the base of the handle. After the sample is compressed to a predetermined thickness which varies with each type of grain, then one is ready to make the test. Turning the crank on the Ohmmeter gets a constant reading. The temperature of the sample may be observed by reading the thermometer at the base of the cup. The final step is to use the correlator dial on the front of the instrument, which consists of a stationary lower disc containing an outer percentage moisture scale and an inner electric meter scale which is viewed through a window in the upper moveable disc. The upper disc contains the center temperature scale, and by moving one automatically compensates for the temperature correction.



"Leaf-lets," candy-covered chocolates recently put on the market by Leaf Brands, Inc., Chicago, are attractively packaged in a clear cellophane bag, designed to show the varied colors of the candy.

The Best Drive-ins Are Featuring

popsit plus!

the ONE popping oil that
DOES EVERYTHING!

It pops America's Best-Selling Popcorn! . . . adds butter-like flavor, color and aroma that makes people ask for more.

IT'S AMERICA'S MOST USEFUL FRYING OIL FOR DRIVE-INS!

popsit plus!

Made by C. F. SIMONIN'S SONS, INC. Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

... pops
corn, fries burgers,
hot dogs, french fries
... is always liquid ...
comes in easy-to-use
gallon can . . no
waste.



Andrew H. Heide, grandson of founder Henry Heide, recently was made a vice-president of Henry Heide, Inc., New York. With a background of sales and merchandising gained through his 19-years' association with the company, Heide has worked as an outside salesman in both the bakery and confectionery divisions. He has been a member of the board of directors since 1940 and secretary since 1948, an office he retains.

Good Housekeeping

By Smith H. Cady, Jr.,
Merchandising Manager
Chase Candy Company
St. Louis

(The following suggestions were included in a book, "How To Sell Candy At Retail," written by the author.—Ed.)

ALTHOUGH it is true that "candy is unique among all foods in that it shows relatively less tendency to undergo spoilage, chemical, or bacterial," it is equally true that fresh candy is better than stale candy, and the shelf-life of the average confection does have a limit.

Be careful to observe always the "first in, first out" principle of stock rotation, and don't let candy stay around so long that when it finally does get out in front, by accident, it will be no credit either to you or the manufacturer. The shelf-life of different kinds of candies varies greatly, but some retailers consider eight weeks as a fair average for bulk candy.

When candy reaches that deadline, or is not in first class condition for any reason, the boss should okeh whatever markdown is necessary for you to move it, and you should get rid of it as quickly as possible.

If you know, from complaints or customers or your own knowledge, that some of the candy you have for sale isn't good, take the bull by the horns, and break the news to your supervisor, gently but firmly. If he's smart, he'll tell you to junk it, but quick. Sure, he loses money when he destroys merchandise but he'll lose more money by selling it because a gypped customer will never buy any kind of candy from you again.

LEARN, as quickly as you can, what types and candies stand up best, and how the hazards that threaten other types can be minimized.

Chocolate, for example, has a melting point of about 82 degrees F., unless it has been doctored to withstand higher temperatures, and, therefore, must be protected from heat. Even partial melting will bring the cocoa butter in the chocolate to the surface, resulting in a grayish appearance known as "chocolate bloom." That really doesn't hurt the candy but customers don't like the appearance of the chocolates and you'll get complaints.

Be sure that your chocolates get plenty of ventilation, in the coolest spot you can find, and in a dry rather than a damp atmosphere.

HARD CANDIES, you doubtlessly know, have a tendency to become sticky in warm, damp weather, as do peanut brittle and other types. Keep your stock as cool as you can, and as dry. There are commercial drying agents on the market which are a big help. A small bag of an effective desiccant, in your showcase, will hold the

inside air below 55 per cent relative humidity, the point at which crystallization becomes possible. This will end your worries, provided you remember to keep the case closed when it is not in use. Then when your customers take home your candy, they'll find it in good condition.

MINTS can take high temperatures, but they shouldn't be exposed to the open air any longer than necessary because the mint oil evaporates. Of course, if they're chocolate-covered, that prevents evaporation but then you have the heat problem always present for chocolate.

Marshmallows, too, should be kept dry and cool, but not too cold. Too low a temperature will yellow the marshmallow.

BE SURE to inspect all candy when it is delivered to you. Reputable wholesalers and manufacturers all will make good on merchandise delivered to you in unsaleable condition, but not if you complain



The popularity
of these HEIDE
5¢ packaged candies
grows
and grows
and grows



Featured
in LIFE
SAT. EVE. POST
OUTDOOR ADV.
and TELEVISION



HENRY HEIDE, INC., NEW YORK, N. Y.

EXHIBITOR

several weeks late, when there is every reason to suspect that the trouble developed after you received the shipment.

Although you want to stock the widest variety of candy that you can, you don't want a large assortment of slow-moving items on which markdowns will be necessary. The only way in which you can avoid that danger is to keep an accurate control book on past sales, merchandise on hand, and on order.

You, like anyone handling a food product, must observe the rules of good sanitation. That means your stockroom must be as clean and orderly as the space your customers see. Incidentally, neatness cuts costs, too, because it is so much easier and quicker to rush the right carton to the selling floor when it isn't "buried."

KEEP cartons off the floor and away from walls. Stack them on platforms about four inches high. Never leave open cartons in the stockroom. In warm weather, keep shades drawn, and, if necessary, use an electric fan for air circulation. The floor should be washed once a week, and, at least twice a year, everything should be removed from the stockroom so that it can be thoroughly scrubbed. A stockroom in which walls are whitewashed, and wood surfaces painted is easier to keep clean.

BE SURE that all glass in your counters sparkles. Nothing will add more to the attractive appearance of your candy display. Water containing a little ammonia will chase the dirt. Beware of cleaning compounds which leave a "dust" when dry. Remove candy during the cleaning process, and don't forget that sugar accumulates in small cracks, and attracts flies, ants, and other nuisances. If your candy department isn't spotlessly clean, customers will find one that is in which to make their purchases.

Never touch unwrapped candy with your hands. A scoop is more efficient than fingers, and much preferred by your cash



The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.

OUTDOOR
REFRESHMENT
SERVICE
from Coast
to Coast
over 1/4 Century

Refreshment
Service for
DRIVE - IN
THEATRES

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Plenty of counter space and a large clear-floor area to permit free movement of patrons are two of the features of the "Refreshery" at the new Eatontown Drive-In, Eatontown, N. J., operated by Walter Reade Theatres. The tray-shelves, built on the supporting poles, hold condiments. Pictured here is about half the full area of the refreshment counter, which runs the entire 60-foot length of the building. The circuit has radically changed its concessions layout over a period of two seasons, having found that its earlier four-sided counters did not permit the display of food or the quick service now available.



Above is the inviting, well-stocked concessions section of the Malco, Memphis, first-run operation.

customers. If you're a gal proud of your long golden locks, wear a hairnet on duty. Each lock looks much better on your head than mixed in with your candy. A clean white uniform is more becoming to a clerk handling bulk candy than the smoothest outfit in her wardrobe.

SELLING CANDY can be fun, and it's a lot more fun working in a clean, orderly, attractive place, than in a dingy place

where even candy loses its glamour. It takes work to keep a candy counter spotless, but if you make out a list of the things which need to be done, and develop a schedule indicating when to do them, you'll find the chores aren't too arduous, and that it pays off, both in sales and in maintaining your own morale, to stay on schedule.

"Leaf-lets" Gain Acceptance

CHICAGO—Leaf Brands, Inc., Chicago, recently reported an enthusiastic reception in several test markets of its new five-cent confection, "Leaf-lets," candy-covered chocolates packed in clear cellophane bags to permit visibility of the bright, varied colors of the candy.

Marshall S. Leaf, vice-president in charge of merchandising and sales promotion, said that orders were so overwhelming, following initial distribution of the new line, that the company has curtailed an extensive advertising campaign for the nation-wide promotion of "Leaf-lets" until increased production schedules can be set up. He predicted that the item would become the company's top seller.



A recently introduced item of the Chase Candy Company, St. Louis, is the "Blackout Mix," a licorice assortment containing seed jellies and pan specialties packed in a colorful 10-ounce box.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

NEWS OF THE

Territory

BRANCHES

Atlanta

President Tommy Thompson, Martin and Thompson Theatres, was sworn in by Governor Herman Talmadge as a member of the Georgia Civilian Defense Council. . . . Walter L. Kreh, special home office representative, Republic, left after a visit to the branch. . . . Mel Brown, Montgomery Drive-In, Savannah, Ga., and Peachtree Art was booking. . . . The Maddox boys, City Theatres, Georgia, were also in.

In for a visit were W. M. Selson and Jack Coletrain, Co-At-Co Theatres, Toccoa, Ga. . . . After spending three months in the Florida sunshine, Marty Hughes came to Atlanta for a visit with Leonard Burch, branch manager, United Worlds.

The old stork passed over the house of Vernon Snellgrove, projectionist, Vero Drive-In, Vero Beach, Fla., and left a baby girl. . . . The Warner, Fort Lauderdale, Fla., installed an air-conditioning plant. . . . The old love bug went down to Florida, and Elizabeth Bullard, Florida, and Richard Nelson were married on stage.

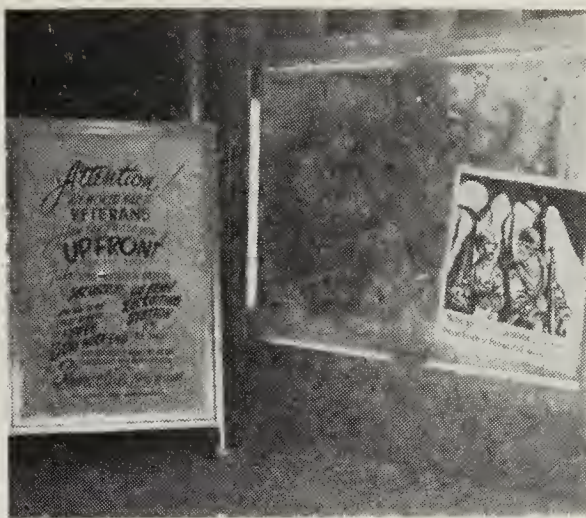
J. H. Thompson, president, Georgia Theatre Owners and Operators of Georgia, announced that W. M. Stockton will be in charge of the registration for the convention at the Biltmore Hotel from May 13-15.

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. J. V. Blevins, Guy C. Brown, Mr. and Mrs. Fred Coleman, Mr. and Mrs. John A. Cunningham, Mr. and Mrs. J. B. Dumestre, John Fulton, Earl Mann, L. D. Netter, Jr., Mr. and Mrs. Evans Sprott, and Mr. and Mrs. E. E. Whitaker.

Hollywood stars headed by Dick Powell, Piper Laurie, Tony Curtis and Francis, Universal-International's famous "talking" mule, joined government, state and local officials in launching the new U.S. Treasury's Defense Bond Drive spearheaded by the newspaperboy carriers of more than 700 newspapers from coast to coast. Honored guests at a luncheon at the Hotel Ansley were Secretary of the Treasury John W. Snyder, Governor Herman Talmadge, and Mayor Hartsfield, Powell, Curtis, Miss Laurie, and Francis. Miss Laurie, featured in "Francis Goes To The Races," was named "Miss Defense Bond" as part of the Atlanta ceremonies.

Jay Soloman, Independent Theatres, Inc., Chattanooga, Tenn., announced that his company has taken over the Sky-Way Drive-In.

Margaret Sheridan, star of "The Thing," notified President J. H. Thompson, Theatre Owner and Operators of



Franklin Maury, managing director, Miracle, Coral Gables, Fla., recently tied in with army and air force recruiting service for a contest to find the World War II veteran with the longest overseas duty in his campaign for U-I's "Up Front."

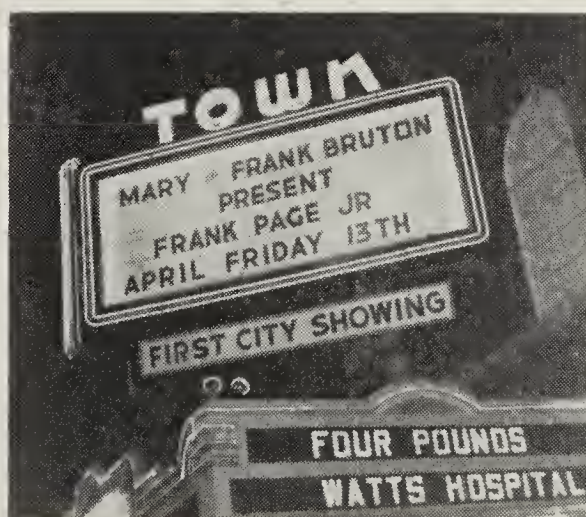
Georgia, that she would come to Atlanta for the opening of the convention. Mike Simons, MGM publicity chief, wired Thompson, that he would be here as did Maurice Bergman, Universal-International. Paramount's Hugh Owen will attend, and Walter Tutus, vice-president, Republic, also will be a guest.

Visiting were: C. S. Dunn, Gibson, Chattahoochee, Fla.; M. C. Moore, Riverside, Jacksonville, Fla.; Mr. and Mrs. Shingler Buena Vista, Buena Vista, Ga.; J. S. Tankersley, Fort Chatsworth, Ga.; Wendel Welch, Strand, Dallas, Ga.; M. Maddox, Hampton, Hampton, Ga.; W. P. Gammon, Ocilla, Ocilla, Ga., and Branson James Royce, Royston, Ga.

Mrs. Charles Gillespie, Realart, returned to her desk after a honeymoon in Florida. . . . Miss Jackie Staples, Monogram, was confined to the hospital.

Supported by local promotions, sponsored by Ronnie Otwell, advertising director, Martin Circuit, patterned after those planned for the national key engagements, "Queen for a Day," came in 20 per cent ahead of the previous high grosser in Tifton, 10 per cent ahead in Americus and Valdosta, and reported grosses comparing equally favorably in Fitzgerald, Cordele, Douglas, and many other Georgia situations.

Inaugurating a campaign to "Make Another Georgia Picture" a short time ago, the Motion Picture Theatre Owners and Operators of Georgia was unprepared for the tremendous popular reception



Manager Frank Bruton, Town, Burlington, N. C., recently made use of his marquee to announce the birth of a son.

Program Ready
For Georgia Meet

ATLANTA—The complete agenda of the annual convention of Theatre Owners and Operators of Georgia at the Biltmore Hotel on May 13-14-15 was announced last week.

The opening session on May 14 will feature an opening address by President J. H. Thompson, a talk by Dick Pitts on good pictures and good public relations, a report from TOA by Sam Pinanski, and speeches by Harry Balaban, 20th-Fox, and Walter Titus, Republic.

At the luncheon, Governor Herman E. Talmadge will be honored guest.

Maurice Bergman, U-I; Mike Simons, MGM; Robert Lippert, Lippert; Bob Mochrie, RKO; Hugh Owen, Paramount, and Morgan Hudgins, MGM, will speak on forthcoming product, with Hudgins telling of "Quo Vadis." A cocktail party and buffet supper will be hosted by Guy Brown, Lam, E. D. Martin, A. E. Chadrick, Carl Mabry, and Nat Williams.

The final day's sessions will be highlighted by speeches by Ray C. Colvin, on "Today's Theatre Equipment"; Nate Halpern, on "Television and its Effect on Theatres Today"; a report on COMPO by Bob Coyne; a report on pending legislation and future problems by Herman Levy, and addresses by Gael Sullivan, and others. Reports of officers will be given, as well as those of standing committees, nominations, and election of officers.

The resolutions committee comprises J. S. Tankersley, chairman, John Thompson, and W. R. Boswell while the nominating committee has W. M. Snelson, chairman, and O. C. Lam, vice-chairman.

The meet will conclude with a banquet and floor show and installation of officers.

of the idea. According to J. H. Thompson, president, "We have been literally swamped with books, stories, and ideas for stories from all over the state of Georgia." Budding authors all over the state are rushing completion of their manuscripts to meet the deadline of May 10. Climax of the campaign will occur during the fourth annual convention of the MPTOOG from May 13-15, when the various cities and communities sponsoring stories or ideas for stories will be represented in booths at the convention. The booths will be attended by local and national beauty queens, who will hand out publicity material concerning the communities and cities represented, and answer questions regarding the stories being sponsored. Among the queens attending booths will be "Miss Spirits of Gum Turpentine," recently selected at the American Turpentine Farmers Convention, Valdosta, and "Miss Georgia," whose home is in Fitzgerald.

H. R. Kistler, former Atlanta sales representative for Warners, has been transferred to the Jacksonville, Fla., branch. . . . Carroll Lowery, formerly at the Florida State and Ritz, Hollywood, Fla., replaces Stephen Barber at the Colony Art, Miami Beach, Fla., and

Malcolm Tait, was appointed assistant manager, Rosetta, Little River, Fla. . . . On a visit with Harvey Smith was I. H. Houston, president, Spacarb Corporation. Smith is Atlanta sales representative.

The Princess, Jacksonville, Ala., and Bowdon, Bowdon, Ga., Duncan Theatres, installed new seats. . . . C. O. Jeffrey, district manager, Alexander, is having a booth at the Georgia convention.

Madison, Fla., has given a permit for the showing of movies on Sunday.

Leonard Allen, publicity chief, and Gordon Bradley, branch manager, Paramount, were back after a sales meeting in New York. . . . Miss Jackie Staples, Monogram Southern Exchanges, is back after illness. . . . Oscar Howell, president, Capital City Supply, checked in from Tennessee. . . . Mrs. Jean Tinsley, assistant cashier, Columbia, returned to her desk after a trip to Alexandria, La. . . . Norma Prather, U-I booker, is back after illness. . . . Wilbur Andre, former booker at RKO, is now stationed in Puerto Rico.

Visiting were: Eddie Watson, Strand, Montevallo, Ala.; Tom Brett, Arcade, Sandersville, Ga.; Chick Neil, drive-in, Nashville, Tenn., and Roy Mitchell, Stone, Stone Mountain, Ga.

The Variety Club recently installed a new 24-inch screen TV set. In MGM were, A. F. Cummings, from the home office, and Tom Grady and Rudy Berger, southeastern division sales manager. . . . The new Moon-Lite Drive-In, Springfield, Tenn., is owned by Charles G. Bowles, owner, Logan, Russellville, Ky., and Star, Goodlettsville, Tenn.

Jim Cronin, former booker for Warner's, joined Republic. He replaces Walter Griswold, who joined the Lam Amusement Company, Rome, Ga. . . . Warners was host to exhibitors and circuit bookers recently.

J. W. Hunt, sales representative, Wilkin Theatre Supply, reported the sale of booth equipment to the Star-Lite Drive-In, Murfreesboro, Tenn. . . . In town was J. W. Buttran, owner, Star and WELA, Roanoke, Ala. . . . C. F. Richardson opened the Bar Ranch, and wants all his friends to call on him. . . . Mrs. Bessie Sargent was added to Real. . . . R. W. Tarwater, former sales representative, ELC, joined Lippert. . . . Mrs. Ann Echols, formerly with Lippert, is now with Monogram home office. . . . W. Ray Johnstone, chairman of the board, Monogram, stopped or for a visit with Arthur C. Bromberg.

Charlotte

Saxton Theatrical Service is doing the buying and booking for the Paula, Mount Pleasant, N. C., and Parkway, Mount Pleasant, S. C. . . . D. E. Brown, Faison, Faison, N. C., has taken over the operation of the drive-in, Mount Olive, N. C. . . . Dean Lynch, booker, RKO, is back after a virus infection.

Mr. and Mrs. Don Graham and Mr. and Mrs. Scott Lett are among those

scheduled to attend the Variety Clubs International convention in Philadelphia.

Crowds turned out to pay tribute to Universal-International's Piper Laurie and Tony Curtis visiting the winners in the U-I, Modern Screen, and Pepsi-Cola "Bring A Star To Your Home" contest conducted in connection with "The Prince Who Was A Thief."

Sixth place prize money in Paramount's recent "Golden Harvest Sales Contest" went to the local branch, shared by branch manager Albert Duren and his staff, including George Reif, Edmund De Berry, Joe Cutrell, Edward Chumley, now Jacksonville branch manager, David Friedman, now division assistant, Charles Howell, Robert Heffner, James Niel, Jr., and Stuart Henderson.

Armand Deutsch, MGM producer, accompanied by William Bowers, writer, and David Marshall Williams, technical adviser and inventor of the carbine rifle on which "Man With A Record" is based, visited Fayetteville, N. C.

Mayor Victor Shaw gave the key to the city to Francis, U-I's talking mule. . . . Jimmie Porter, manager, Gloria, Myrtle Beach, S. C., leased the La Ritz Guest House North Ocean Blvd. The Ritz will be operated under the personal supervision of Mrs. Porter. . . . Webber Howell, Paramount booker, has been promoted to office manager, and Bob Heffner moves up to the head booker's desk. . . . Miss Virginia Champe is the bride of W. F. Dellinger, Jr., son of "Bill" Dellinger, Charlotte Poster Exchange. . . . Isabelle Gordon, Biller, Republic, spent a weekend at Myrtle Beach, S. C. . . . Tommy Shaw replaces Bill Craver, National Screen Service. . . . Ruth Dority, National Screen Service, was on vacation. . . . The Tri-County Drive-In, Spruce Pines, N. C., opened. Owner is Tom Cooper. . . . Walter Powell, salesman, 20th Century-Fox, resigned. . . . Ruby Bradley, formerly with ELC, is the new Paramount contract clerk. . . . The drive-in, Burlington, N. C., opened. Owners are Amos Floyd and Bob Saunders. Theatre Booking Service will handle the buying and booking. . . . W. D. Joyner has taken over operation of the Troy, Troy, N. C., and Gilmont, Mt. Gilead, N. C. . . . On vacation at Republic were Elma Caldwell, secretary, R. T. Belcher, booker, Florence Hargett, inspectress, and Jim Simpson, head shipper. . . . Jack Frye, former office manager, is replacing Lloyd Todd, booker, Steward Enterprises. Todd leaves for the navy. . . . Emory Wister, movie editor, The News was seen making his rounds on Film Row after illness. . . . Sam Pike, Equity salesman, Washington, D. C., was conferring with Sam Craver, Tom Little, Consolidated, and Russ Henderson, Theatre Booking Service. . . . Marion Meachum, ex-booker, Screen Guild is the new secretary, Southeastern Construction Company. . . . Al Duren, branch manager, Paramount, and Everett Olsen, exploitation manager, is vacationing at Myrtle Beach, S. C.

Visiting were: Ben Strozier, Carolina-Stevenson, Rock Hill, S. C.; Max Zager,

Standard Theatre Supply, Greensboro, N. C.; A. P. Hinnant, Drive-In, Newbern, Goldsboro, and Kinston, N. C.; Charlie Burgin, Colonial Theatres, Valdese, N. C.; Jim Hyatt, Midway, Lancaster, S. C.; M. B. Goodnough, Royal, Simpsonville, S. C.; Harry Kerr, Hollywood, Hillsboro, N. C.; Mrs. Lelia Anderson, Anderson Theatre Company, Mullins, S. C.; Frank Bruton, Towne, Burlington, N. C.; Tom Gibson, Scotland-Gibson, Laurinburg, N. C.; Willie Sams, Statesville Theatre Corporation, Statesville, N. C.; Buck Herlong, Ridge, Ridge Springs, S. C., and Saluda, Saluda, S. C.; S. G. Rogers, Apex, Apex, N. C.; R. P. Rosser, Sanlee-Temple, Sanford, N. C.; Jimmy Austin, Clinton, Austin, Clinton, N. C.; John Batchelor, Oaks, Whitaker, N. C.; W. G. Fussell, State, Roseboro, N. C., and Wonet, Bladenboro, N. C.; J. B. Edwards, Aberdeen, Aberdeen, N. C.; J. B. Jones, Carolina, McColl, S. C.; Ike Holliday, Vance, Vanceboro, N. C.; Charlie Holliday, Pine, Pine Tops, N. C.; Kit McGowan, Joyce, Spring Hope, N. C.; P. J. Henn, Henn, Dickey, Murphy, N. C., and Jimmy Highsmith, Trio, Robersonville, N. C.

Memphis

Vernon Adams, R. L. Bostick, and Herbert Kohn are among those scheduled to attend the Variety Clubs International convention in Philadelphia.

Film Row got another surprise when Frank Carter was named branch manager, Warners, replacing Vernon Adams, resigned. Carter has been with the company for several years as salesman. Adams was recently transferred here from Dallas when Ed Williamson was promoted to Dallas branch manager. This is the third change in branch managers in the past month. L. W. McClintock, branch manager, Paramount, resigned, and the death of Herman Chrisman created a change at Columbia.

Malco Theatres closed the Pastime, Helena, Ark., and opened the newly built Malco.

MGM—Rose Greer is the new steno, for bookers. . . . W. R. Lee, North Little Rock, Ark., who owns houses at Heber Springs and Desark., Ark., was visiting.

MONARCH THEATRE SUPPLY—N. B. Blount, manager, visited Nashville, Tenn. . . . Jimmy Seay, Cardwell, Mo.; Mrs. H. A. Fitch, Erin, Tenn.; Charley Clement, Amory, Miss., and J. C. Bonds, Hernando, Miss., were visiting.

PARAMOUNT—Howard Nicholson, branch manager, attended the sales meeting in New York. . . . Mrs. James Trobough, biller, took a Florida vacation.

20TH-FOX—Bill Williams has been named assistant shipper, to replace Mrs. Joe Thorpe, resigned. . . . Visiting were: Lyle Richmond, Senath, Mo.; A. R. Mattem, Clifton, Tenn.; M. E. Rice, Jr., Brownsville, Tenn.; Amelia Ellis, Frayser, Tenn.; Robert Bradley, Marked Tree, Ark., and Douglas Pierce, Pocahontas, Ark.

WARNER—John Osborne, long time salesman, resigned. At present, he is on a Florida vacation. . . . Miss Frances McBride, cashier, also resigned.

REALART—Visiting were: H. G. Waldren, Red Bay, Ala., and exhibitor Spitler, Spitler Circuit, Jackson, Miss.

Mrs. Clyde Rice, Reyno, Ark., reopened the Reyno as well as the Success, Success, Ark., closed for some time.

The board of Theatre Owners of Arkansas, Mississippi, and Tennessee, affiliated with the TOA, decided to raise a fund to help finance the national fight for a private television channel which would telecast big events for exclusive use on theatre screens. To accomplish this, members will be asked to pay \$25 per theatre for those with over 600 seats, and \$15 per theatre for those with less than 600 seats.

New Orleans

William A. Briant, 20th-Fox branch manager, received the trophy honoring his office for winning the company's branch managers' testimonial in 1950. Andy W. Smith, Jr., vice-president and general sales manager, who donated the trophy, made the presentation, and also presented the Spyros P. Skouras plaque to the exchange as the top branch of the year. The ceremonies marked the end of Smith's tour of the nation.

The local Paramount branch won first prize in the company's recent "Golden Harvest Sales Contest," and sharing in the cash awards are W. Gordon Bradley, then branch manager, now Atlanta branch manager; Edgar Shinn, Harold Wycoff, Foster Hotard, Irma Rogers, Milton Aufdemorte, Louis Dwyer, Jane McDonnell, Clyde Daigle, Charlotte Ricks, Frank Musso, Barbara Klein, Althea Suarez, Jacquelyn Thon, Mary Morris, Beverly Luquet, Cuddy Jones, Lillian Flick, Hazel Roberts, Mildred Long, Hazel McNulty, Rhea Huet, Hilda Famularo, Caroline Gondran, Calvin Johnson, Stephen Pabst, Edward Richard, Lucille Breeland, and Everett Olsen, exploiteer.

John Jenkins, Jenkins and Bourgeois, Dallas, returned after spending a week at Dixie.

Visiting were: Tom McElroy, H and M Theatres, Shreveport, La.; Arthur Lehmann, Alamo and Booker T, Jackson, Miss.; Mayor Lew Langlois, New Roads, La.; R. L. Osborne, Harlem, Belzoni, Miss.; Pic Mosely, Picayune, Miss.; Milton Guidry and E. R. Sellers, Yam Drive-In, Opelouses, La.; A. J. Rosenthal, Silver City, Alexandria, La.; Mrs. R. H. Muse, Denham Springs, La.; Teddy Solomon, McComb, Miss.; John Elzy, King's, New Roads, La.; Bill Staub, Wiggins, Miss.; Tracy Barnett, DeKalb, Miss., and Ed Ortte, Bay St. Louis, Miss.

The lopping of RKO off the Liberty title doesn't designate any ownership change. . . . Salesmen in were Joel Bluestone, Republic, "Singing Sam" Nunn-gesser, and Joe Fahrbacher, Monogram

Southern, and Paul Shallcross, American Desk and Chair Company. . . . W. Y. DeJarnette, Altec, returned after a tour of the territory. . . . The once-a-week midnight "Ramble" at the Carver is zip-ping attendance. . . . Tom Watson spent a few days in the interest of his Varsity and Lyric, Ellisville, Miss.

Mrs. Henry Lazarus was off again on an air trip to Beaumont, Tex., and Dallas, Tex., on business. . . . Mrs. Izzy Lazarus and children, Henry and Linda, are taking in the sights of Hollywood and other points in California. . . . Joy N. Houck, president, Joy Theatres, Inc., flew in for a visit.

The little bundle from heaven that arrived at the Milton Guidry home was christened Nona Elizabeth.

J. Hargroder, Beverly Drive-In, Hattiesburg, Miss., visited, accompanied by Herbert R. Gingsberg, attorney. . . . John B. Dumestre, Jr., Atlanta, president, Southeastern Theatre Equipment, spent a few days at the exchange.

Henry Glover, manager, Monogram Southern, attended the meeting at Colorado Springs, Colo. . . . Wilma Graham returned to her booking duties at Republic after illness. . . . Virginia Ann Riley is the new typist at Republic. She replaces Mrs. Fredericka Donner, expecting a blessed event. . . . William Holli-day, manager, Paramount, returned from the meeting in New York. . . . Mrs. Zelta Lynn is now at National Screen Service. She is in the service department. . . . C. Dennis has moved his Sky-line Drive-In one mile up the highway to be closer to Milton, Fla. . . . B. V., Sheffield, Sheff, Poplarville, Miss., was in to reminisce.

During the showing of "Father's Little Dividend," an aide went down the aisles paging an obstetrician. A woman was having a baby, and had telephoned the theatre to have him get her physician. The doctor was so engrossed in the picture that he convinced his patient by telephone that the baby could wait until he saw the rest of the picture, and, sure enough, he did.

Billie Dove Bagley, formerly with Joy Theatres, Inc., has taken up her abode in Los Angeles. . . . G. Y. Harrell, Jr., Manley, Inc., was out in the territory.

New Orleans was turned into a gala Roman holiday for the American premiere of Jules Levey's "Fabiola," at the Joy. The three-week advance campaign was handled by Joy manager Ernest A. MacKenna and Murray Roman, field exploitation representative, under UA's exploitation manager, Mort Krushen. Street parades toured the main streets and avenues. A local beauty chosen as "Fabiola" headed the parade, and made numerous visits to local newspaper city rooms. Four lion cubs were taken out of the parade for a visit to the city room of The New Orleans Times-Picayune. Important street corners were covered with stencilled messages. Department store tieups included a special fashion show in which "Fabiola" modeled

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ancient Roman togas. A tieup with Tulane University Fraternity and Sorority Row resulted in the choice of Michele Morgan as "Ideal Goddess of Love" and Henri Vidal, her co-star in "Fabiola," as "the man the girls would most like to be in an arena with." Other tieups promoted a "Fabiola" cocktail in leading night clubs, a special "Fabiola" ice-cream soda in local fountains, "Fabiola" bouquets featured in florists shops, and "Fabiola" negligees. Interviews and special "Fabiola" programs were carried.

Alabama Birmingham

An institutional campaign used in Norris Nadaway, manager, Alabama Theatre, has been adopted by the Warner advertising department. In addition to the regular selling copy in his campaign, Nadaway adds a general appeal selling his theatre.

Arkansas Little Rock

Sam Kirby didn't know what to think when four men commandeered his Nabor. Bette Jean Webb had been unseated at the boxoffice, a stranger was selling popcorn at the concession stand, and two aides were relieved of their flashlights by a pair of men who took over their duties. When one of the men whispered "The old Majestic Theatre," Kirby's dismay turned to the pleasant realization that the men were former employees with him at the old Majestic, destroyed by fire in 1930. It was the first time the five had been together since 1927. J. A. "Bill" Chichester was taking tickets. Scott Ward again was head usher, and Claude Mundo was at the concession stand. Frank Henson had taken over the manager's post. Kirby had no inkling that a reunion was in the offing. Chichester, former Majestic house manager, is now with the Muswick Beverage and Cigar Company, Little Rock. Henson, once Majestic cashier, manages Loew's, Akron, O. Ward, a cashier at the old house, is with a building supply company. Mundo, another cashier at the Majestic, has retired. Kirby was publicity manager at the old theatre. After the air had cleared of the initial confusion, it quickly filled again with tales of "the good old days."

M. L. Simons, assistant to A. M. Richey, MGM, spoke at the Arkansas Theatre Owners Convention.

The Independent Theatre Owners of Arkansas turned over a \$500 check to the Arkansas Safety Council as part of the proceeds from showing a highway safety film.

Florida Jacksonville

A. W. Schwalberg Merit Awards were recently presented to Marjorie Trescot, Shirley Couwenhoven, and Thelma Ray, Paramount.

Fifth prize money in Paramount's recent "Golden Harvest Sales Contest"

went to the local branch, and the money is being shared by branch manager William Holliday, now branch manager in New Orleans, and his staff including Fred Mathis, John Rigg, and Louis Pauza, now in military service.

Miami

Christopher William Goller chose Friday the 13th for his earthly entrance. The eight-and-a-half-pound youngster is the son of Bill Goller, manager, Tower. . . . Ace manager Walter Toemmes was crowing a bit due to his offspring's earlier arrival in March. . . . Constantine Vorrius, formerly at the Mayfair Art, is now in training as assistant to Walter Klements, same theatre. . . . The Carib, Miami, and Miracle were working on arrangements for "Queen for a Day." Hal Pearl, United Artists, was helping on the exploitation. . . . Rhea Gilerist, gal Friday for the McComases at the Tropicair Drive-In, was hospitalized for an operation. . . . University of Miami students are taking advantage of the reduced prices offered them at the Mayfair Art by Walter Klements. . . . Wometco's niche in the community front will be publicly recognized by a commemorative plaque to be placed in Mercy Hospital.

For "Of Men and Music," Ed May, manager, Wometco's Carib, in addition to garnering window tieups, and obtaining the cooperation of radio commentators and disc jockeys, conducted a most successful personal telephone call campaign during which calls were made to a special list, by the manager, his wife, and members of the theatre staff. This took considerable time, but paid off as evidenced by the many who called it to the theatre's attention.

Tallahassee

A proposed state constitutional amendment designed to lure motion picture companies to Florida by providing broad tax relief to the industry was introduced in the legislature by Senator Joseph E. Johnston, Jr., Brookville, and 17 others. Under the proposed amendment, motion picture studios in Florida would not have to pay taxes on: "Lands, buildings, and chattels utilized in connection therewith, and all raw materials going into the finished products of films." The tax freedom would not extend beyond 1966. Real estate owned by the studios but not actually used in producing the movies would not be granted the relief. Facilities covered would be those required for housing officers or employees, for warehouses, laboratories, cutting rooms, projection rooms, storage, trackage, shipping facilities, sets, and locations.

Louisiana Shreveport

Two of three youths charged with holding up the Drive-In on the Greenwood Road, were sentenced in Cade District Court to 12 years each in the state penitentiary.

Miss Myrtle Parker, manager, Majestic, Paramount-Gulf Theatres, has been

transferred to West Point, Miss., to manage the Ritz.

She has been succeeded by William Elzey, assistant manager to Ben Bicknell, manager, Strand.

Mississippi Tupelo

Funeral services were conducted in Walterboro, S. C., for Wesley Addison "Daddy" Crouch, a pioneer exhibitor until his retirement from the field several years ago.

North Carolina Burlington

Frank Bruton, manager, Town, set up the news of the birth of his son, Frank Page, Jr., on his marquee, had it photographed, and then used the picture and an attached announcement in the form of a theatre ticket as a novel way of giving his friends the news of baby Frank's arrival.

Greensboro

Neil McGill, city manager at High Point, N. C., for North Carolina Theatres, Inc., since April, 1950, has been named city manager here, replacing Kermit High, who has become city manager, Kinsey theatre interests, Charlotte. A native of Charlotte, McGill has been with North Carolina Theatres for 20 years, serving at Charlotte until 1941, when he enlisted in the navy. After being discharged he went to Concord, N. C., before moving on to High Point. High, a native of Wilson, N. C., has been with the circuit for 22 years, having served in Burlington, N. C., High Point, Greenville, S. C., and Newport News, Va., before going to Greensboro in August, 1950. He will manage the Carolina, Charlotte, and supervise the operation of the four other houses there. As city manager, McGill will manage the Carolina, and supervise two others, the National and the Center.

Raleigh

W. G. Enloe, district manager, North Carolina Theatres, Inc., Ambassador, Capitol, Varsity, Tower, announced his candidacy for election as a member of City Council. He has been a resident of Raleigh for 25 years and this is his first bid for public office.

South Carolina Columbia

A bill was introduced in the legislature to amend the state statutes so as to prohibit the showing of movies, athletic events, and musical entertainment in Kershaw County on Sundays. Legislators from Kershaw County previously had succeeded in amending the state laws, which prohibit such entertainment on Sunday to permit Kershaw County to have Sunday entertainment. In a recent referendum vote, however, Kershaw citizens expressed the desire not to permit such entertainment on Sundays.

NEWS OF THE

Territory

Chicago

Members of the Variety Club and Cinema lodge, B'nai B'rith, joined in a stag night in the clubrooms. . . . Harold C. Waltney took over the Star, Fort Branch, Ind. . . . C. W. Ritenour bought the Milford, Milford, Ind. . . . Robert Lee was named Roxy manager, Peru, Ind.

Ludwig Sussman, Adelphi owner, and his wife celebrated their 40th wedding anniversary. . . . Aides at the Oriental were kept busy removing lipstick kisses imprinted, by girl patrons, on the life-size portrait of John Agar in the lobby. . . . Clarence Wagner resigned as manager, Bugg, after 37 years, and his wife, Ada, left as aide, after 25 years at that post. . . . The Roxy was reopened at Bloomington, Ind., after remodeling, with Doyle Carter as manager.

Sam Levisohn, Irving Mack, and Mr. and Mrs. Jack Rose are among those scheduled to attend the Variety Clubs International convention in Philadelphia.

A. W. Schwalberg Merit Awards were recently presented to Irving Werthamer, former division assistant and now branch manager in Milwaukee; Sarah Goldberg, J. H. Stevens, Robert Allen, Ephraim, Goldberg, and Louis Aurelio, Paramount.

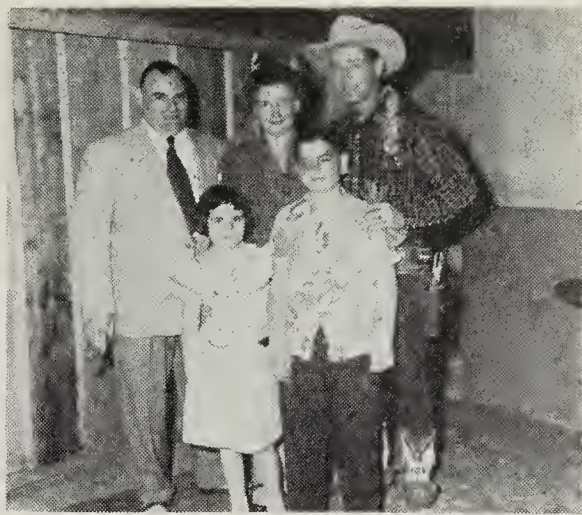
Chuck Connors was named manager, 4-Screen outdoor.

A bill introduced in the legislature, Springfield, Ill., would permit counties to tax drive-ins up to \$1,000 annually. . . . Managership of the Harlem Avenue outdoor went to Sidney Silverman. . . . Lip-pert Pictures of Illinois was incorporated with authorized capital of \$2,500. Directors are Harry Pregerson, Marian Newman, and Alice G. Smith.

Les Stepner, 400 manager, is using 15 minutes of radio time on WEAU. . . . Essaness is considering installation of TV in three of its theatres. . . . It is reported that in metropolitan Chicago, 31 theatres were temporarily closed in 1949, and 66 in 1950.

Leo Salkin, of the theatre family, ran a marathon, "Show Business Fights Cancer," for the benefit of the fund. . . . Bill Burke was appointed manager, North Avenue Drive-In. . . . Lou Abrahamson has returned as secretary to Jack Kirsch, president, Allied Theatres of Illinois, after a trip to the coast with his wife for the benefit of her health. . . . Matt Theisen, Paramount, joined the army. . . . The Harper, Southside neighborhood, is now on first-runs.

Cooperating drive-in owners have delightful singing jingles on the air, inviting attendance at the outdoors. . . . The Palace conducted a "Queen for a Day" contest as a preface to "Queen for a Day."



Harry Melcher, Eskin Theatre Circuit, Wisconsin, and his family recently met Republic's "King of the Cowboys," Roy Rogers, on a visit to the coast studio.

John Maloney, Avalon manager, and Rich Barry, Capitol manager, suggested to the Warner Theatres office it would be a good idea to state in ads that the theatres have free parking space.

Richard Pecola, an experienced theatre man, was appointed Astor night manager to take the place of Chester Blinn, Naval reserve officer called back to duty. . . . The Starview Drive-In, operated by John Reckas, filed through attorneys Seymour Simon and Richard Orlikoff, an amendment striking MGM and Publix Great States as defendants when it was agreed the plaintiff will be allowed by them to bid for first-runs. The complaint against Loew's was settled out of court.

Ben Klitzner was named Tivoli assistant manager. . . . The Adelphi showed seven hundred mothers and fathers pictures of their children taken by Tele-Movie Pictures, Inc., now in federal receivership. . . . The South Bend, Ind., Drive-In, filed an amendment in its anti-trust suit, through attorney Seymour Simon, agreeing to stand on \$300,000 damages instead of triple that amount.

Many friends here lamented the passing of Mrs. Ruth Farley Bruder at North Hollywood, Cal. She was organist for many years in B and K theatres, and her husband, Roy, was manager, Chicago, until 1939.

Pete Henry, Capitol assistant manager, joined the Army Transportation Corps. Bob Mata was called from the Ogden to fill his place, and Nick Shiramonte was promoted to the Ogden assistantship.

Counsel for the Towne filed a brief in Seventh District Appeals Court charging distributors in the anti-trust suit brought by the Towne with conspiring to create a system of release, and fix runs and clearances in the Milwaukee territory. The defendants appealed the case. The brief contended that the distributors' intent was to monopolize first-run exhibition in downtown Milwaukee, and that price-fixing was used to stifle competition among all houses in that city. It asserted that price-fixing practices continued up to the time of the trial. The brief maintained that findings on damages were based on competent evidence, claiming that with comparable pictures the Towne outgrossed the defendants' Fox Wisconsin and Palace, and that provisions of the injunction

decree were supported by the trial court's decision.

The Jackson Park, which opposed double features during the case which brought about the decision limiting first-runs to two weeks in the Loop, is now showing double features. . . . Railway express rates for film shipments will be increased 20 per cent starting on May 2. . . . Robert Rector, a Warner booker at Indianapolis, joined the air corps at Scott Field, Ill. . . . Charles Morrison, former owner, Edgewood and Greencastle, Greenwood, Ind., took over management of the Meridian Drive-In. . . . The Clark, Barry, Ill., installed a new screen and sound system.

President John Balaban, B and K, returned from La Quinta, Cal., where he convalesced after an operation. . . . John G. Koletis, who bought the Bel-Air Drive-In, Des Moines, took over the presidency with Sam Sholes, Moline, Ill., as vice-president; Robert Danico Rock Island, Ill., as secretary, and State Senator Charles F. Carpenter, as chairman of the board.

Charles Danke was named manager, Martha Washington, Hamtramck, Mich.

Two young men were held by police after confessing they had passed \$10 counterfeits, some at theatres. . . . Henry Neibergall, Mason City, Ia., was made manager, Thompson, Des Moines. . . . The Royal which was given its name after a patrons' contest, was given an opening befitting its name, at Cumberland, Ia.

Dallas

Tom Bridge, Paramount, was a recent winner in the Pine-Thomas "Lawless" contest.

Among those from Houston, Tex., scheduled to attend the Variety Clubs International convention in Philadelphia were the following: Mr. and Mrs. Francis R. Deering, Mr. and Mrs. Ray Hay, Mack Howard, Fred Nahas, and Mr. and Mrs. F. D. Wilkie.

C. A. Dolson, John H. Rowley, and Wallace Walthall were among those scheduled to attend the Variety Clubs International convention in Philadelphia.

Heywood Simmons, Paramount exchange, recently received an A. W. Schwalberg Merit Award.

In a bulletin to members of Allied of Texas, Colonel H. A. Cole declared that newspaper advertising by exhibitors should be specifically directed along institutional lines to promote the entire industry as a great entertainment medium, and to create goodwill for the exhibitor's theatre, with only incidental space, perhaps but one column-inch, devoted to the particular attraction of the moment. "If the film companies want more emphasis put on their own attractions, let them pay for it," Cole said. Cole estimated that more than half a million dollars a year, at the rate of \$1500 daily, is spent on newspaper advertising by exhibitors in Dallas alone. "All this money," he contended, "is spent to publicize film that will be 'dead' to-

morrow or within a week or less, and most of the resulting increase in the box-office, if any, goes to the film companies."

Denver

Montrose, Colo., lost its mayor when Edwin C. Nelson, also manager, Fox, announced he had accepted a promotion with Fox Intermountain Theatres, and would leave for Laramie, Wyoming, to become city manager for the three Fox Intermountain Theatres there, the Fox, Wyo, and Varsity.

Among those scheduled to attend the Variety Clubs International convention in Philadelphia were M. J. McInaney, Bill Hastings, and Hall Baetz.

The local Paramount branch recently took seventh place in the company's "Golden Harvest Sales Contest," and the prize money went to branch manager Ward Pennington and his staff, including John Vos, Paul Allmeyer, Tillie Chalk, and Robert Cuming.

Tom Bailey, Lippert franchise owner, bought the furniture of ELC, and has taken over the lease on 2071 Broadway. Mrs. Bailey, away from the office because of an operation, returned to work in the new location. The Lippert location went to Fred Brown, film buyer and booker, Black Hills Amusement Company. With the resignation of Dee Keener as branch manager at Salt Lake City, Bailey named Al Habey, his salesman, as branch manager.

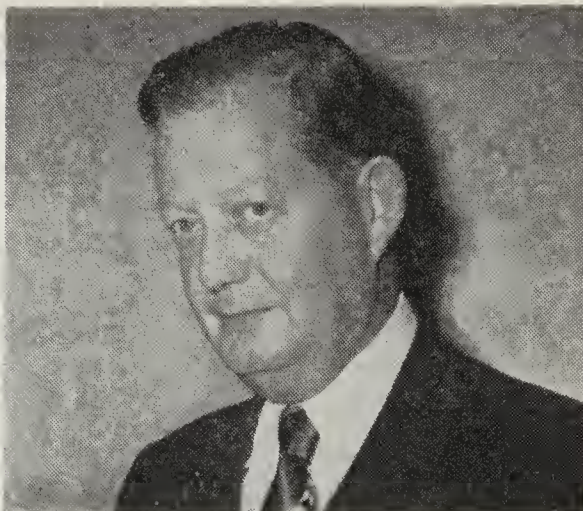
Jack Copeland, Fox Intermountain Theatres city manager, Missoula, Mont., has been ordered back into the air force, and is presently stationed at Lowry Field. Robert Bothwell, Laramie, Wyo., city manager, moves to the Missoula post, and Ed Nelson, Montrose, Colo., city manager, goes to Laramie. The Montrose post is temporarily vacant.

Floyd Brethour, ELC assistant booker, has been taken on by United Artists in a similar capacity... Howard Banzhaf, Tabor projectionist, is running for City Council... William Willis, Columbia assistant cashier, joined the navy, with that job going to Bernice Smith, ELC cashier... Robert Patrick, who invented "Movie Sweepstakes," attendance booster, returned from San Francisco, where he completed arrangements for the filming of several one-minute horse race films to be used in the game, which has more than doubled the Tuesday night attendance at the Lakewood, where Patrick is manager.

Des Moines

Among those scheduled to attend the Variety Clubs International convention in Philadelphia were the following: Mr. and Mrs. Joe J. Jacobson, Mr. and Mrs. Gerald Sandler, and Mr. and Mrs. Nathan Sandler.

Third place in Paramount's recent "Golden Harvest Sales Contest" went to the local branch, and sharing the money are branch manager Donald Hicks and his staff, including Kenneth Bishard, James Foley, Pearl Robbins, Charles Elder, now in Omaha; Charles Caliguiri, John Winn, Charles Anderson, Wesley



H. W. Reisinger, is the new city manager for Wolfberg Theatres, Denver, with supervision over the first-run Broadway and four drive-ins. He was formerly treasurer, Victory, Dayton, O.

Bitting, Iris Brewer, Alberta Collins, Wanita Goddard, Betty Johns, John Murano, Ilene Perin, Rhoda Reese, Madelynne Sherman, and James Castle, exploiteer.

The ELC office has been closed with distribution for both the Des Moines and Omaha territory to be handled out of the United Artists office at Omaha... Ken Levy resigned from U-I to join UA at Omaha. Al Ungerman has been named head booker for U-I to succeed Levy. Howard Lucas, formerly with U-I in Chicago, has been transferred here as assistant booker... Norman Holt, office manager, Warners, is the proud father of a new baby daughter. This makes a trio of girls for the Holts... Allan Gardner joined Warners as a salesman... Chick Evans, exploiteer, 20th Century-Fox, has been in lining up promotions.

Kansas City

Columbia's "Santa Fe" bowed at the Midland with all the glitter of a Hollywood premiere. On hand were Janis Carter, the Governors of Missouri, New Mexico, and Kansas, and leading civic and industrial figures of the area. Backing the opening was a multi-theatre break of the film in the Kansas City territory.

A. W. Schwalberg Merit Awards were recently presented to Harry Hamburg, Eugene Jacobs, A. Ruth Turgeon, Paramount.

In an address before the Kansas-Missouri Theatre Association, Fox-Midwest's Elmer C. Rhoden made an appeal for teen-age patronage consideration. He pointed to census figures showing a large increase in the 1-10 year group since 1940, and said that efforts should be made to attract them. He also urged that special appeal should be directed toward the over-55 year group and stay-at-homes of older years.

Roger C. Leaton, office manager-head booker, MGM, has been promoted to the sales staff, and Harvey L. Cole, booker, has succeeded him in the post.

Phil Williams, "The March of Time" theatrical sales manager, was in, and reported that 20th-Fox branch head J. R. Neger expected 85 playdates on "The Nation's Mental Health" within the next

few weeks. The subject had its bow in a number of area houses.

Los Angeles

When the Monogram-Allied Artists annual convention was being held in Colorado Springs, Colo., representatives from the Los Angeles exchange were Howard Stubbins, franchise holder; J. E. "Mac" McCarthy, branch manager; Cliff Harris and Murray Gerson, salesmen, and Gerald Logue, booker... Ben Lorber, chief, insurance division, U-I, New York, was visiting the local exchange... Jim Utterbach, 20th Century-Fox booker, left to enter another field. Jim Cole takes up the reins... In town to attend the 20th Century-Fox sales meeting were Andy Smith, from New York; and branch managers Jimmie Dugan, Denver; Charles Walker, Salt Lake City; Alex Harrison, San Francisco; Jack Erickson, San Francisco, and Herman Wobber, division sales manager... To San Francisco to attend FWC sales meeting went George Bowser, general manager, and his assistant, Jim Dillon; Ed Zabel, head film buyer, and his assistant, Bert Pirosh; Cullen Espey, and Bill Foy, head, purchasing department. Incidentally, Pirosh, expert film buyer for National Theatres, moves his desk to the booking department to work in closer cooperation with head bookers Everett Sharp and Frank Prince.

Fox West Coast Theatres chartered a special deluxe bus to take a group of Hollywood luminaries to the gala premiere opening of its new \$300,000 Fox, Taft, Cal. Making the 121-mile trip were Charles Coburn, Margia Dean, Jim Brown, Kirby Grant, Mara Lynn, Jane Nigh, Jeff Donnell, Jane Frazee, Betty Lynn, Rufe Davis, Jack Powers, Ken Randall, Marshall Thompson, Barbara Bates, and Roddy McDowall. Chill Wills served as master of ceremonies. The film-land figures, along with Taft civic, business, and social leaders, were hosted by Charles P. Skouras, president, Fox West Coast Theatres, at a reception and dinner at the Buckhorn Ranch House. Proceeds from the first-nighter event went to the Kern County Society for Crippled Children.

Among those scheduled to attend the Variety Clubs International convention in Philadelphia were the following: Mr. and Mrs. Barclay W. Ardell, Mr. and Mrs. David Bershon, George Giroux, Mr. and Mrs. Jack Goldberg, Mr. and Mrs. M. J. E. McCarthy, Mr. and Mrs. Lloyd Owenby, Mr. and Mrs. Ezra E. Stone, and Mr. and Mrs. W. H. Turpie.

Alfred Taylor, Paramount, was a recent winner in the Pine-Thomas "Lawless" contest.

The local Paramount exchange, with Eugene Beuerman, Harlan Brunt, Ernest Kirkpatrick, and James Merry, won third prize money in the Pine-Thomas booking contest.

A. W. Schwalberg Merit Awards were recently presented to Lester Coleman, Mae Woltz, Ralph Carmichael, Charles Newman, and Max Factor, Paramount.

Sherrill Corwin announced that he would shutter his downtown Orpheum for an indefinite period on May 10, asserting he is unable to obtain suitable product on profitable terms in competitive bidding against the major circuits.

Milwaukee

Harry Schlar, Paramount, was a winner in the Pine-Thomas "Lawless" contest.

Ray Trampe and Hugo R. Vogel were among those scheduled to attend the Variety Clubs International convention in Philadelphia.

Harold Wise and Helen Richcreek, Paramount, recently received A. W. Schwalberg Merit Awards.

Promotion to the deserving is the manner in which Al Kvol is elevated to the position of zone manager for Warner Theatres in the Wisconsin-Illinois area. Kvol is regarded as an expert, particularly on detail and public relations. Mrs. Kvol has been active for years in golfing circles, and is president of the State Golfing Association. Daughter Kathleen, "Kathy," is with Standard Theatres Inc., under L. F. Gran, in a secretarial capacity. District manager Harry Mintz, under Al Kvol, winds up in complete charge of Wisconsin's activities.

As a direct result of author-radio commentator Miss Gertrude Puelicher's interest in theatre activities, particularly her presence at one of the kiddie programs, she wrote an article in the Eagles magazine, April issue, "Movie Manners."

The Fond du Lac, Fond du Lac, Wis., threw a kiddie matinee party for the Girl Scouts. The Fond du Lac Lake Park Outdoor theatre acquired a 40-foot Allan Herschell merry-go-round to be included in its playground facilities. Joe Goldberg, manager, said the new piece of equipment provides 36 horses and four chariots.

Roy Pierce, Riverside manager, held another cooking school.

Minneapolis

Gilbert Nathanson was among those scheduled to attend the Variety Clubs International convention in Philadelphia.

A. W. Schwalberg Merit Awards were recently presented to William Mussman, Forrest Myers, and Bonita Lynch, Paramount.

Sign of spring is the opening of drive-ins. Outdoor stands opened at Eau Claire, Wis.; Austin, Minn.; Winner, S. D.; Little Falls, Minn.; Pipestone, Minn.; St. Cloud, Minn.; Green Bay, Wis.; Janesville, Wis., and Stevens Point, Wis. The Starlite, near the suburb of Osseo, Minn., will open with a 35-day run, as compared with a last run policy last year. The ozoner is operated by Minnesota Entertainment Enterprises. Three other MEE outdoor houses in the Twin Cities will stay in the 42-day slot or later runs to avoid bidding, as will the 100-Twin Drive-In.



"The High Yellow Ladies' Minstrels" was presented recently by Margo "Dink" Freeman and members of the women's auxiliary of the Variety Club in the club-rooms in Dallas. The show will be played at several Veterans' Hospitals in the Dallas area. Members of the cast included Fiji Arnold, Zell Marshall, Madeline O'Donnell, Jr., Mary Beck Jack, Stormy Meadows, Madeline Foy O'Donnell, Sr., Polly Giersdorf, Lillian Glucksmann, Libbye Grosberg, Blanche Scoggin, and Marge Davis, all pictured above.

Volk brothers plan to open the deluxe 1,300-seat Terrace, now nearing completion in Robbinsdale, on about May 14. . . . Minnesota Amusement Company closed the Strand, Duluth, Minn. . . . Darrel Jorgensen is the new owner, Barrymore, Alcester, S. D. . . . Bill Westerman, salesman, dropped in the shuffle at ELC, is now on the sales staff of Lippert.

Vern Yocum, booker, U-I, is the proud father of a boy named Craig. . . . Irene Ricci, bookkeeper, NSS, is vacationing in Richmond, Va. . . . Herman Goldberg, WB building supervisor, and Robert Long, WB home office auditor, were in. . . . New salesman at Monogram is Jack Kelvie, former booker at WB. . . . Marion Nagel is the new stenographer at WB.

Arnold Shartin has been promoted to office booking manager, Paramount. . . . It's a boy for the Jack Dieringers. Father is a booking clerk, Paramount. . . . Ralph Maw, district manager, MGM, has been in the hospital. . . . Ed McErlane, booker, WB, also was hospitalized. . . . Beverly Hork, assistant cashier, Columbia, married Sam Skolnick. . . . Arline Ecklund, biller, MGM, will marry Louis Hanek early in June.

Recent out-of-town exhibitors on Film Row were: Arthur Leno, Northwood and Hatton, N. D.; Charlie Price, Elmo, Wis.; Melvin Ehlers, Arlington, Minn.; Joe Schindele, Granite Falls, Minn.; Earl Lovering, Keister, Minn., and Mike DeFea, Milbank, S. D. . . . Paramount welcomed its new branch manager, Jess McBride.

Mike Guttman changed to a first-run policy at the Orpheum, Aberdeen, S. D., and named Bob Rosen manager. . . . Frank Eckhardt sold the Jefferson, Jefferson, Wis., to the Jefferson Theatre Corporation. . . . R. C. Max added a new marquee on the Max, formerly the Royal, Sibley, Ia. . . . Minnesota Amusement Company hiked admission prices at Huron and Mitchell, S. D.

Oklahoma City

Debra Paget, 20th-Fox star, appeared at the Criterion in connection with the theatre's 30th anniversary celebration. . . . Tulsa's newest ozoner, the Sheridan Drive-In, opened.

Rod Cameron, western star, headed the parade of the Capitol Hill "'89er Day" rodeo, and also the grand entry at the Capitol Hill Senior Highschool Stadium as well as performing the "queen"-crowning honors at the rodeo.

Herschall Gilliam recently sold the Globe, Ardmore, Okla., to Fred Hudson. . . . A suit was filed in Tulsa, Okla., against John Gray, owner, Star, Sand Springs, Okla., by Fleta Baldrige, on grounds that falling plaster injured her eyes, and caused other injuries.

Louis Venable sold the Aldridge, Blair, Okla., to Howard Francis. . . . Vera Plumlee, stenographer, booking department, Paramount, was confined to her home. . . . Houston Burns, Opera House, Apache, Okla., returned from a fishing trip to Old Mexico.

Harry Lawrence, Majestic, Madill, Okla., Lamont King, King, Marietta, Okla., and Glen Thompson, Thompson Theatres, proved real hosts for fine work in arranging the Texhoma, Okla., theatre-men's fishing party at Lake Texhoma. John Rowley and Hank Robb were exhibitors from the Texas territory attending.

Paul Covey, Laverne, Laverne, Okla., was one of the "braves" who covered the rattlesnake hunt held in O'Keene, Okla., with his camera. . . . Jack Emenhiser, formerly with ELC, is now a salesman for Republic.

Miss Freeda Marney and Robert E. Harrington were married in the First Christian Church. Following the ceremony, a reception was held in the church parlor. Harrington is shipper with Paramount.

State visitors were: H. D. Cox, Caddo, Binger; Mr. and Mrs. Earl Rains, Rialto, Fort Cobb; Frank Nordean, Arcadia, Maud; Houston Burns, Opera House, Apache; Wright Hale, Lyric, Spearman, Tex.; Wesley Hodges, Bulldog, Weatherford; Leonard White, Tech, Weatherford; John Jones, Cozy, Checotah; J. D. Lankister, V. McAlester; Hasten Snow, Hinton, Hinton; Mrs. Laura Stuart Ritz, Rush Springs; Sam Ridgeway, Rex-Trend, Maysville; Layton Carter, Chief, Seminole; Clint Applewhite, Liberty, Carnegie; Crawford Spearman, Broncho, Edmond, and G. E. Ortman, Ortman, Hennessey.

Among those scheduled to attend the Variety Clubs International convention in Philadelphia were the following: Mr. and Mrs. C. A. Gibbs, Mr. and Mrs. J. C. Hunter, Roy King, Mr. and Mrs. Morris Loewenstein, and Mr. and Mrs. Dudley R. Tucker.

Fourth prize money in Paramount's recent "Golden Harvest Sales Contest" went to the local branch, shared by branch manager C. H. Weaver and his staff, including Paul Rice, Tom McKean,

Sam Brunk, Hubert Buchanan, J. L. Guiles, and John Marker.

Omaha

Among those scheduled to attend the Variety Clubs International convention in Philadelphia were the following: Mr. and Mrs. Walter H. Cresal, Mr. and Mrs. Walter M. Green, Mr. and Mrs. Aaron Rips, Joe E. Scott, Edward Shaf-ton, Ann Schreiber, and Mr. and Mrs. Meyer L. Stern.

William Haarmann, Paramount, was a winner in the Pine-Thomas "Lawless" contest.

A. W. Schwalberg Merit Awards were recently presented to Marion Anderson and John Trude, Paramount exchange.

The cold war continues to make in-roads on Film Row. Latest to be called is Mort Ichenberg, Jr., RKO salesman and an air force reserve lieutenant. He has been assigned to Kelly Field. . . . Floods temporarily put a crimp in exhibition in the O'Neill, Neb., area, preventing film from arriving.

Fire destroyed Ray Phillips' Ray, Cambridge, Neb., after show time. The loss was the first complete destruction of a house in Nebraska in recent years.

Tri-State Theatres sent Loren Landkammer, assistant manager, Orpheum, to his home town as manager, Bonham, Fairbury, Neb. . . . New openings include drive-ins in Omaha, Council Bluffs, Red Oak, Harlan, and Denison, Ia.

Dorothy Kosuit has her coworkers at MGM pulling for her as a candidate for queen of the annual Union Pacific Sports Club affair. . . . A virus infection kept Richard Wilson, MGM salesman, off the road.

A. W. Renfro for many years with RKO, resigned as branch manager to become a partner in Oscar Hanson's booking service, renamed Theatre Booking Service.

Portland

A. W. Schwalberg Merit Awards were recently presented to Madeline Stone and Lucille Bishop, Paramount.

Ninth place prize money in Paramount's recent "Golden Harvest Contest" went to the local branch, and is being split among branch manager Wayne Thiriot, Glenn Brogger, Francis Doty, David Dunkle, and James Taylor.

Al Oxtoby, manager, Warners, went to Seattle for a Northwest sales meeting. . . . Charles White, formerly with U-I, joined the Peter Alport Advertising Agency. . . . Martin Foster, Guild, is booking "The Happiest Days Of Our Life." . . . Manager Russ Brown, Paramount, supplemented film fare with "Dr. Zomb," hypnotist. . . . Airline stewardesses were guests at the Bagdad of manager Bill Jenkins at "Three Guys Named Mike." . . . Avid Lange, daughter of RKO manager Dick Lange, was picked for the title role in "Anne Of 1,000 Days." . . . Larry Bristol will operate the new 325-seat Cameo, White Salmon,



Mrs. J. J. Parker, president, J. J. Parker Theatres, with headquarters in Portland, played host recently to a group of home office force from U-I, and seen, left to right, are: Maurice Bergman, U-I; Harold Lake, comptroller, J. J. Parker; James Hummell, Portland U-I branch manager; Jack Matlack, executive assistant to Mrs. Parker; Al Daff, U-I world wide sales manager; Mrs. Parkef, and Charles Feldman, U-I sales manager.

Wash. . . . Western Amusement Company will shortly open the new 320-car drive-in at LaGrande, Ore. It also operates the Circle, Capitol, Century, and Bagdad. . . . Walter "Lemon Drop Kid" Hoffman, Paramount publicist, was a visitor.

St. Louis

Among those scheduled to attend the Variety Clubs International convention in Philadelphia were the following: Mr. and Mrs. Joseph C. Ansell, Louis K. Ansell, Thomas Canavan, Thomas James, and Jack Thomas.

The local Paramount branch placed eighth in the recent "Golden Harvest Sales Contest," and the prize money is being split among branch manager Harry Haas, Wayne Stephenson, William Sharpe, French Miller, Jack Martin, Henry Bahner, Edna Boyne, and Wilbert Jenkins.

Joe Hornstein, Inc., signed a service contract covering the Moto-Vu Drive-In, near Warrenton, Mo., and the Vita, Warrenton, both owned by William T. Zimmerman.

Out-of-town exhibitors seen along Film Row included: Alphonse Magarian, East St. Louis, Ill.; Joe Goldfarb, Upper Alton, Ill.; Mr. and Mrs. Wayne Smith, Egyptian Drive-In, Herrin, Ill.; Leo Young, manager, Altwood Drive-In, East Alton, Ill.; Albert Butler, Hillsboro, Ill.; Paul Schroeder, Lebanon, Ill.; B. Tembonius, Breese, Ill.; Bill Collins, DeSoto, Mo.; Henry Absher, New Haven, Ill.; A. Keuss, New Athens, Ill.; Stewart Cluster, Johnston City, Ill.; Charley Beninati, Carlyle, Ill., and H. Smith, Nashville, Ill.

Eddie Rosecan and Victor Klarsfeld, owners, Rialto, Cape Girardeau, Mo., recently purchased a roller rink. . . . J. Haskell Smith, sound service engineer, Joe Hornstein, Inc., was rushed to the Deaconess Hospital, for an emergency appendectomy. In the meantime, another member of Local 143, S. Rutledge, is doing the service work.

Jules Leventhal, part-owner, Lyric, Senate, and Carver, who lost a leg in an automobile accident, now is able to spend a few hours daily at his office.

Equipment of ELC was moved to United Artists exchange. F. J. Lee is now branch manager for United Artists, and Jack Kane, former UA manager, becomes sales manager. Herb Buschman joins the United Artists sales staff, and Booker Steffen also becomes part of the UA office staff. Bernard McCarthy, formerly of St. Louis, now is a salesman for UA at Kansas City.

Jeanette Winfrey, ledger clerk, Paramount, who is to be married on June 9 to Robert Roebke, was surprised by some 25 girl friends with a shower.

Alda Connors, Warner booker, went to Florida for her vacation.

In Flora, Ill., B. V. Spalding was elected mayor. He is a part owner, with his brothers, Larry and John Spalding, Jr., in the Town, Florine, and closed Roxy. Their uncle, J. E. Spalding, known best as "Uncle Red," who also was interested in the theatres died suddenly recently.

Morton S. Gottlieb, manager, Joe Hornstein, Inc., sent a letter to all theatre owners advising them not to get panicky about a shortage of sound and projection equipment repair parts because of the Korean War.

In Cairo, Ill., Dody Stout, Uptown, had a wonderful excuse for delaying the opening of his drive-in at Charleston, Mo., the arrival of a girl baby, seven pounds, eight ounces, on April 18, the first child for Mr. and Mrs. Stout. Not only were the parents thrilled but everyone else connected with the Stout Theatres, including, in addition to the Uptown, and the drive-in at Charleston, Mo.; the Arlee, Arlington, Ky.; Wick, Wickliffe, Ky., and Kay, Karnak, Ill.

Salt Lake City

Barry Sullivan, MGM star, represented the Hollywood film industry at the opening of the Tri-State Congress, Parent-Teachers Association.

Mr. and Mrs. Don V. Tibbs and Milton S. Wycoff are among those scheduled to attend the Variety Clubs International convention in Philadelphia.

San Antonio

The Alameda offers an incentive to patrons who purchase popcorn at the refreshment stand. Twenty passes are placed in the popcorn boxes good for admission to any show. . . . A kiddie show was slated for the Majestic with admission one Cloverbloom 99 Margerine carton. . . . "Country Store" nights have been introduced by Statewide Drive-In Theatres at the Alamo Drive-In. . . . Charles Wolfe, film booker-office manager, Southern Theatres Company, was on the sick list.

Henry King, 20th-Fox director, was guest of honor at a luncheon given by the Better Business Bureau.

The Majestic invited a group of 70 Korean war veterans to attend a special showing of "Up Front." . . . M. P. Pena, Tropico, Premont, Tex., and G. R. Trivino, Alta Vista, Beeville, Tex., were in on booking trips. . . . Bob Clemmons and wife, Community Theatres, Fort Worth, Tex., were recent visitors.

Work has been started on the first driven-in at Texas City, Tex., on the first acre tract of land, to be operated by the Long Theatre Circuit. . . . Leonard's Department Store, Fort Worth, Tex., started showing of free movies in the city's parks. . . . "The Drunkard's Daughter," in a one hour stage version, has been presented on the stage of the Majestic, Fort Worth, Tex. If the stand proved successful, the show was to be placed on tour throughout the entire Interstate Circuit.

Hans Smith announced that his new 1,000-seat house being constructed at Irving, Tex., may be completed by August. He also owns and operates the Irving and the 138 Drive-In. . . . H. S. Cole, brother of H. A. Cole, is opening a new 350 car drive-in at Bonham, Tex. . . . G. T. Teague recently purchased the Dawn, Natalia, Tex., and changed the name to the Rialto. . . . H. T. Jones was forced to close the Kemp, Kemp, Tex., due to scarlet fever.

Ed Newman opened the Oak Lawn Drive-In, Waco, Tex. . . . J. M. Cooper purchased the Park, Hughes Spring, Tex. He also operates the Queen, Mart, Tex. . . . Lee Welch sold the Star, Rising Star, Tex., to H. L. Millington. Welch purchased the Community, Van Horn, Tex. . . . The Rice Drive-In, El Campo, Tex., was recently opened by the Rubin Frels Circuit. It has a 350-car capacity. . . . Mr. and Mrs. A. E. Woods, Evant, Tex., announced that work is progressing satisfactorily on a new theatre building to replace the Plaza, destroyed by fire. . . . The Shephard Drive-In has been opened at Wichita Falls, Tex., by Charles W. Weisenburg. The drive-in has been completely remodeled.

Paul Rogers, who has an interest in the Submarine, San Marcos, Tex., announced that the underwater theatre will open here on April 21. . . . The Austin National Bank, Austin, Tex., is sponsoring the showing of free "Hopalong Cassidy" films at one of the local houses each Saturday morning. Tickets may be obtained at the bank with the capacity of the house being given away. The mothers may put their children in the show and let them stay there for two hours while the mother can do the local stores.

J. M. Ealy, a Wichita Falls, Tex., projectionist was drowned.

The Jacksoto Drive-In has been opened at Fort Worth, Tex., by Ezell and Associates. It was purchased last November by the circuit for \$42,000, and then spent \$50,000 in a remodeling program. The capacity was increased from 420 to 750 cars. Elmer Crumb will be manager. . . . J. R. Palmer, Gale, Jourdanton, Tex., is holding a weekly cash night. . . . Cliff Turner and B. L. Hagle reopened the Park Way Drive-In, Mexia,

Tex. The capacity has been increased to 320 cars.

Mrs. Hilda Arevalos joined the staff of Azteca as a file clerk. . . . Among the out-of-town visitors were Ramon Ruenes, Mission, Brownsville, Tex., and Humberto Gonzales, Rex, Zapata, Tex.

San Francisco

Neal East, Paramount, was a recent winner in the Pine-Thomas "Lawless" contest.

The local Paramount exchange, with George Carmone, James Peirson, and Walter Lange, won fourth prize money in the Pine-Thomas booking contest.

Mr. and Mrs. Rotus Harvey were among those scheduled to attend the Variety Clubs International convention in Philadelphia.

A. W. Schwalberg Merit Awards were recently presented to Milton Anderson, Robert Clark, Jack Stevenson, James French, and King Trimble, Paramount.

Ranking naval and coast guard officers were to participate in the premiere activities of "Fighting Coast Guard," Fox, preceded by a dinner at the St. Francis Hotel and by a Market Street parade. . . . George Mann, president, Theatre Service Agency, made headlines because of his discussion with members of the Supreme Court of Japan on the General MacArthur question. Mann was luncheon host to the group, who visited him to get information regarding the motion picture business with special reference to building drive-ins in Japan.

Walter Chenoweth, manager, Coronet, now takes charge of the East Bay division, 18 Golden State Theatres, as district manager, it was announced by C. V. Taylor, general manager. His promotion has made the following additional changes, according to Irving M. Levin, divisional director, San Francisco Theatres, Inc.: Manager Albert Levin, Alexandria, moves to the Coronet, Edwin Scheelin manages the Alexandria, Russel Wheeler leaves the Harding for the Coliseum, Jack Britton, Metro, becomes manager, Harding, Lester Dewitt transfers to the Metro from the Balboa, and Elmo Clifton, Alexandria assistant manager, assumes the Balboa managerial post.

Lou Maren, UA publicist, was here for an advance buildup on "Fabiola," United Artists. . . . L. E. Tillman, Columbia branch manager, was on his first northern trip in the capacity of northwestern division manager. . . . Hank Kauffman, Columbia's manager of exchange operation, has been visiting the branch. . . . Favorite moved to new offices at 170 Golden Gate Avenue. . . . Two more former employees from ELC to be absorbed by United Artists are Hannah Steel, biller, and Al Corley, booker. . . . At MGM, Edna Bowen, formerly of ELC, is booking clerk. . . . John "Randy" Randolph was prowling the Row. He is now retired. . . . M. V. "Joe" Cannon, Warners' cashier, returned from his vacation. . . . Neal East, Paramount branch

manager, returned from the national sales convention in New York. . . . New typist at 20th Century-Fox is Loretta Konig. . . . She replaced Helen Derreck, resigned. . . . Rotus Harvey, president, PCCITO, returned from Los Angeles, where he was making preliminary convention arrangements for the PCCITO, and left immediately with Mrs. Harvey for the Variety Clubs International convention in Philadelphia. . . . Frank Woods, Robert Lippert Theatres executive, had a car announcing the opening of the new Terrace Drive-In right in the center of the big safety parade. . . . Jesse Lasky, MGM producer, was in. . . . Ed Coffey, formerly with Blumenfeld Theatres, Napa, Cal., is now manager, Stockton, Stockton, Cal., for Westland Theatres. . . . The Rio, Sacramento, Cal., closed for an indefinite period. . . . Here are changes in Fox West Coast personnel made by Spencer Leve, Northern California division manager: Norman Pilegard, manager, Fox, Visalia, Cal., has also been appointed temporary manager, Hyde, Visalia, Cal., replacing Herbert Gunn, transferred to manage the Alisal, Salinas, Cal. Sebastian Squatrito, former temporary manager, Alisal, was appointed manager, Broadway, Burlingame, Cal., replacing Robert Hutsell, resigned. Fred Griffith, former manager, Del Rey, Hughson, Cal., is now manager, Baywood, San Mateo, Cal., replacing Charles Morehead, resigned, and Charles Chapman was promoted from assistant, Wilson, Fresno, Cal., to manager, Del Rey. Charles Menapace, manager, Palace, Oakland, Cal., is now Eastmont manager; Jack West, Eastmont, takes over management of the Campus, Berkley, Cal., and Ralph Avouris moved from the Campus to guide the Palace. . . . Mercedes McCambridge was in to "plug" "The Scarf," United Artists, and also to assist in the fund-raising campaign of the Guardsmen.

Seattle

The local Paramount exchange, with Ralph Hayden, won fifth prize money in the Pine-Thomas booking contest.

Chilton Robinett resigned as branch manager for 20th Century-Fox. He and Mrs. Robinett will vacation in Oregon.

Ed Cruea, Monogram branch manager, accompanied by Gordon Wallinger, booker, and Bob Walker, salesman, left to attend a sales conference in Colorado Springs, Colo. . . . Earl Keat was in doing special exploitation on "Queen For A Day," Music Hall. . . . Arnold Kahn, traveling auditor, 20th Century-Fox, was visiting. . . . Margaret Colosurdo, 20th Century-Fox cashier, was on vacation.

B. F. and Mrs. Shearer returned from their winter home in Palm Springs, Cal. . . . Ben Fish, personal representative for Samuel Goldwyn, was in. . . . Ed Barrison, Cinema Distributors, Inc., was here from Los Angeles. . . . Fredi Shartin, wife of Bill Shartin, recent manager here for ELC, opened "The Old Corral Freeze," a nifty drive-in refreshment spot in Bellevue, Wash. The Shartins recently bought a new home near Bellevue.

(Continued on next page)

The L. A. District Is Again Covered

(When LEW HERB was in Los Angeles territory, he filed this report.—Ed.)

We next found ourselves at the Motion Picture Center where the offices of the Main Street and Eastland Theatre Circuits are located. Harry Popkin, Independent producer, associated with both circuits was in New York so we chatted with Ben Peskay, associated with Popkin in the Main Street houses. Peskay is a veteran of over 20 years in the trade, and at one time operated five houses in this area, which he disposed of upon entering military service in 1942. He opened the Film Classics branch here, and for several years has also been connected with production. Of the eight houses under this operation, two are now closed.

The Eastland Circuit, has been operating about a dozen local houses, with new offices at Beverly and La Brea. Their destinies are controlled by Jack and Izzy Berman, who, in addition, are partners with Popkin in some situations.

The Beverly Canon was the scene of our next visit, and we chatted with Greg Carter, of the firm of Adler, Boos, and Carter, who jointly operate this house plus the Paris, Riveria, and Newsreel. In business for 15 years, Carter is well versed in exploitation, and handles the the Beverly Canon.

Out-of-town, just over in Glendale, we said "hello" to Grover L. Smith, who operates a half-dozen houses, of which a couple are temporarily closed. The FWC organization also operate several houses as does United Artists Theatres.

Another brief journey took us to Long Beach, Cal., where Cabart Theatres, headed by Milt Arthur, has offices in the Towne. We visited Johnny Bannerman, film buyer, and Ely Somerville, district manager. In addition to six in Long Beach, Cabart also operates two houses and a drive-in at Santa Ana, Cal.

Back in town, we drove out to the Picwood, Phil Isley's beautiful theatre, for a chat with general manager Jim Haynes, who also oversees the operation of the four other Isley houses. A native of Kansas City, Haynes has been with Isley for 22 years, and came here from Texas six years ago. In addition to the Picwood, under the personal supervision of Maurice Willows, Isley also operates the Lankership, with Abe Rosewall in charge; the Meralta, with Boyd Lowe at the helm; the La Tijera, which Chuck Barnes manages, and the Imperial, under Al Schlader. Haynes' son, Billy, though still tender in years, is following in his dad's footsteps, and helps out at the concession department.

Back on Film Row, we noticed a new business, Motion Picture Engineer Company, 1973 South Vermont. From owner C. I. Russell we learned that this new shop services and repairs projection equipment. A veteran of 20 years in this field, Russell was formerly with National Theatre Supply for about 15 years in a similar capacity, and worked with both the B. F. Shearer Company and John P. Filbert for about two years each before

going into business for himself. Russell has a complete machine shop set up to handle all repairs, and, in addition, designs booths, and installs equipment.

Another call took us to Hollywood where the Paramount is the home of the F and M Circuit. We sat down with Bob Holt, tub-thumper for the organization, who introduced us to Marco Wolfe, the M in F and M. Originally a talent booking outfit, it was headed for many years by both Marco and his sister Fanchon, who is now Mrs. William Simon, wife of the famous restaurateur. Besides the Hollywood Paramount, F and M also operates the downtown Paramount, under the personal direction of Rube Wolf; Southside Theatres, local houses, under Roy Wolf, and is affiliated with Milt Arthur in Cabart Theatres, besides having extensive holdings in St. Louis.

Our next call took us to the offices of Metzger-Srere Theatres, which operates three local houses, plus three in the San Diego, Cal., Coronado, Cal., area, and we chatted with O. N. "Bill" Srere, vice-president of the firm headed by Gus Metzger, who also serves as chairman of the SCTOA board.

In exhibition since 1928, Srere got his start at the Forum, from whence he "came up the hard way." He is also very active in exhibitor affairs, and, in addition, is vice-president, Wilshire Boulevard Temple.

Continuing, we journeyed next into the western section of town, where we dropped in at Western Amusement Company, headed by Ted Jones, who also heads Jones Enterprises. This organization operates theatres in California, Colorado, Oregon, and, along with Louis F. Long, in Arizona. In show business over 32 years, Jones was at one time associated with the R. E. Griffith organization, which operates houses in Texas and New Mexico. A live-wire, Jones has surrounded himself with other capable men, including Henry Lockhart, Tom Blair, Wayne Patterson, Al Lohman, Bill Jenkins, and the many exhibitor partners and managers who look to him for leadership. Believing wholeheartedly that every one needs some incentive to bring out his best talents, Jones relies heavily on his long experience in directing the policies of the circuit, and, as an added incentive to both partners and managers over the coming summer months, is awarding to the manager or partner who earns the most points, based on performance, etc., an all-expense paid vacation, for one week, on Catalina Island. This includes the man's family, as well, and all expenses are paid from the time he leaves his town until he returns there after spending a full week on the Island, at the company's expense, and which could cost the company as much as \$750.

Our next port of call was Cal-Pac Drive-In Theatres, largest outdoor theatre operator in the area, with 16 of the open air theatres within a radius of 30 miles. The organization is headed by C. A. Caballero, who serves as president. Gus C. Diamond is film buyer and vice-president, while John H. Tingle serves as secretary-treasurer. William R. Foreman, another board member, heads other interests in the northwest. An outgrowth

of the first successful drive-in in the country, opened by the late Seth Perkins in 1934, built at the corner of Pico and Westwood, and 10 years later acquired by Cal-Pac, and moved to a new location at Olympia and Bundy, the organization has endeavored to be leaders of community service, and has made all of its theatres available for church services on Sundays, in addition to helping out Uncle Sam. Around Christmas time, when the Post Office Department needs help, it allows the theatres to be used for sorting parcel post, etc., and, according to President Caballero, all the theatres are available for any worthwhile community project.

We journeyed next to the offices of Ed-Lyn Enterprises, where we visited with Ed Shanberg, general manager and partner of Mrs. Jacquelyn Shlaes, daughter of the late Lou Metzger, in the operation of three theatres in San Diego, Cal., the Tower, Spreckles, and Broadway. A former native of Kansas City, Shanberg started out in exhibitor in 1917 in Junction City, Cal., in a house operated by his brother who owned the Midland Circuit. Mrs. Shlaes is a talented designer, and is in that field in the east. She designed the very attractive extra profits departments for each theatre, also.

Another call took us to Herbert Rosener, who operates several art theatres, including the Vagabond, Laurel, Esquire, Sunset, and Studio, plus several in San Francisco and Portland. Rosener also distributes several films, leaving much of the theatre operation in the capable hands of his general manager, Sid Linden, ex-Scottish Highlander, who still carries a warm burr in his speech, and, prior to entering exhibition, spent many years with the British Broadcasting Company. The publicity department is in the hands of Bill School, ex-New Jerseyite, who trekked here about six years ago.

Seattle

(Continued from preceding page)

Vic Gauntlett, publicity director, Evergreen Theatres, was ordered to Virginia Mason Hospital for observation. . . . Edna May Mappin, Sterling Theatre staff, left on a vacation to Illinois. . . . Mr. and Mrs. Jerry Divis, were here from Brewster, Wash., while Mrs. Divis was in Swedish Hospital for observation. They operate the Rio, Brewster. . . . Joan Trospek resigned from the contract department, 20th Century-Fox. . . . Edith Rockwell, Eagle Lion Classics, joined Mary Carey, Army Motion Picture Service. . . . Ernie Piro, recently resigned as salesman for United Artists, left for San Francisco. . . . Frank L. Newman, president, Evergreen Theatres, returned from a conference with Charles Skouras in Los Angeles. . . . Evergreen is re-decorating and renovating its Rex, Wenatchee, Wash., and the McDonald and Rex, Eugene, Ore.

State exhibitors on The Row included: Russell Miller, Chief, Manson; Mr. and Mrs. E. A. Darby, Naches and Top-Hi, Toppenish; Martin Brown, Yakima; Ralph Stout, Granger; Paul Volkman, Wapato, and Keith Beckwith, North Bend.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Kroger Babb, Mike Chakeres, Frank Collins, Earl Greene, Mr. and Mrs. Hayes McGowan, Mr. and Mrs. Alan Moritz, Bill Onie, Mr. and Mrs. Noah Scheeter, and Vance Schwartz.

John Gentile and Lillian Ahern, Paramount, recently received A. W. Schwalberg Merit Awards.

Phil Chakeres, head, Chakeres Circuit, Springfield, O., was honored at a testimonial dinner at the Netherlands Plaza Hotel sponsored by Variety Club Tent 3, whose Chief Barker, Vance Schwartz, handled arrangements. Slated to attend were industry leaders and government officials headed by Spyros P. Skouras, Governor Frank Lausche, Kentucky, Governor Lawrence Wetherby, and Mayor Alfred Cash. Chakeres was selected by Look magazine as the "Exhibitor of the Year."

First-run films are now being booked concurrently by 20th-Fox into one downtown and three suburban houses and a drive-in. They are the Cox downtown, Valley, Covedale, and Madison, nabe houses, and the Twin Drive-In.

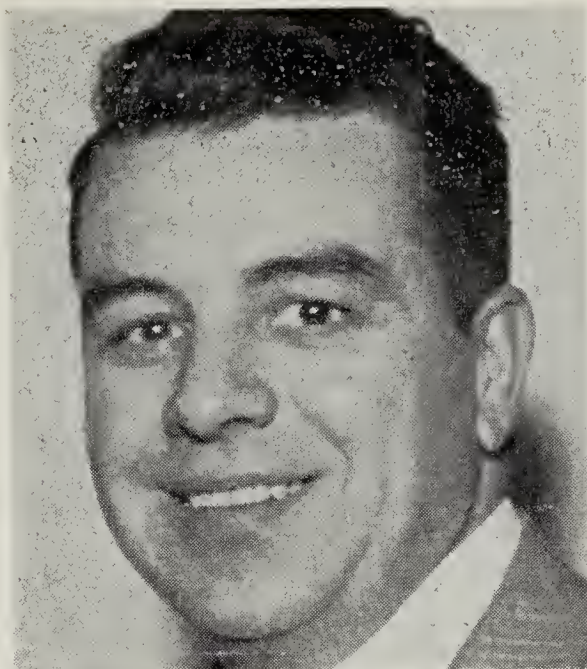
Operation of the Colonial, Middletown, O., has been taken over by a new company, Mid-Cin, Inc. . . . Allen Rubin, former manager, Art, Dayton, O., has succeeded Mrs. Mae Rosian as manager, Guild, local foreign film house.

Stanley C. Jacques, RKO branch manager, is in Florida for a vacation. . . . Jane Rich, 20th-Fox, returned from a vacation in Phoenix, Ariz. . . . Nick Shaefer, Mid-State, and his wife were vacationing in Florida.

Philip Fox, Columbia branch manager, treated the office force to ice cream and cake on his birthday. . . . The MGM Club elected Dorothy Lang, assistant contract clerk, president. . . . TOC is booking and buying for T. M. Sessel, Mo-Ter-In, Milford, O.

William A. Meier, Paramount branch manager, attended the convention in New York City. . . . Harris Dudelson, Lippert division manager, and Joseph P. Smith, sales representative visited. . . . H. J. "Pop" Wessel, Film Service, who became ill last January, visited.

Harold Rullman, Columbia salesman in the Dayton, O., territory, escaped serious injury when his car was damaged in an accident near Wilmington, O. . . . On the sick list were Margaret Kiser, phone operator, and Mabel Alexander, inspectress, Paramount; Ruth Rudin,



Clarence G. Taylor, former assistant to Guthrie F. Crowe, president, Kentucky Association of Theatre Owners, recently resigned to assume the duties of editor-in-chief, National Insurance Index and the noted Journal Insurance of Medicine.

20th-Fox phone operator, and Clara Duecker, secretary Associated Theatres.

Two former employees in ELC now have new positions. Virginia Reyes, contract clerk, is now with Schine as short subjects booker, and Wilbur Hetherington, former ELC booker, is now with UA in the same job.

Recent visitors included: J. N. Brandenberg and Walter B. Hannah, South Shore, Ky.; Joe Marshall, Danville, Ky.; John Goodno, Roy Smith, and Bert Hukle, Huntington, W. Va.; Allan Gunter, Fred Helwig, and E. R. Custer and son, Jack, Charleston, W. Va.; Sam Scheidler, Hurricane, W. Va.; Woodrow Thomas, Oak Hill, W. Va.; Donald Keesling, Bramwell, W. Va.; Paul Rissell, New Lexington, O.; Floyd Price, Newark, O.; James Wingate, Camden, O.; John Holakan and Robert Eppes, Dayton, O., and Jack Needham, Columbus, O.

Cleveland

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. Leonard Greenberger, M. B. Horwitz, Mr. and Mrs. Abe Kramer, William C. Kunzmann, Cliff E. Parker, Mr. and Mrs. Oscar J. Ruby, Mr. and Mrs. I. J. Schmertz, Mr. and Mrs. Irwin L. Shenker, and Mr. and Mrs. Alfred A. Sunshine.

Howard Roth, Paramount, recently received an A. W. Schwalberg Merit Award.

Daylight Saving Time came in some cities to the consternation of all theatre owners. . . . W. Ward Marsh, who has earned the title of dean of critics by heading the motion picture department of The Plain Dealer for 32 years, was presented with a signed scroll and a wrist watch by exhibitors in appreciation of his constructive criticism.

When "Romeo and Juliet," produced in 1936, makes its comeback bow at

Loew's Ohio, Omar Ranney, The Press critic, will take a bow. Ranney first suggested that the production should be re-released. Special 50 cent student tickets will be available through the cooperation of school heads of Cleveland and nearby Cleveland and the Loew office, headed by Frank Murphy.

Women's clubs are pooling their ammunition to make known their objection to the return of Rita Hayworth to the screen. . . . Frank Greenwald, absent from the scene for the past year, is now managing Skirball's Ritz, Mansfield, O. He was here to accept a trophy awarded his late wife, Goldie Greenwald, for being named the best woman bowler for the past fifty years.

Knickerbocker Productions, Inc., has been formed by Jack Fine, lessee, Knickerbocker, and Sam Johns, manager, Cleveland 500 Opera Company, to produce revues on the Knickerbocker stage, to be filmed and sold to television stations.

The Salesmen's Club will meet the Bellefaire, O., baseball team in the first game of the season on May 13. . . . Joan Freiburger, former 20th-Fox receptionist and daughter of Astor manager and Mrs. Nat Freiburger, announced her engagement to Al Pollen.

Peggy Ingham resigned as secretary to drive-in circuit operator Herbert Ochs following the death of her mother. Her successor is Mary Lee Smith. . . . Anne Walker, ELC booker, is now hanging her hat in Columbia. . . . Nat Wolf, Warner Theatres' Ohio zone manager, returned from San Antonio, Tex., where he was called by the illness of his sister, Mrs. Albert, mother of Charlie Albert, who used to be affiliated with Warner Theatres.

Irving Reinhart acquired the Winsor, Canton, O., and is now devoting his time to its management and the management of the Midcity Drive-In, Harrisburg, O. Jerome Reinhart is giving his time exclusively to the operation of the Mozart, Canton.

Milton A. Mooney's new branch, Co-operative Theatres of Buffalo, which he opened with Bill Twigg in charge, is now servicing 19 outdoor and 10 conventional theatres. . . . Fred Scheuerman, Co-operative Theatres of Ohio booker, and Mrs. Scheuerman spent the weekend in Georgia visiting their oldest son, Fred, Jr., at Fort Benning, Ga., and their daughter and son-in-law at Decatur, Ga. . . . Former Medina, Medina, O., manager Sam Fritz, recalled to active duty by the navy, and currently stationed in Charleston, S. C., was in on a visit to Art Brown, manager, Berea.

John Bell, Columbia exploiteer, set the publicity ball rolling for "Sante Fe" and "The Brave Bulls." . . . Lee Siegel, 20th-Fox exploitation department, was beating the drums for "Follow The Sun," and Chuck Moses was setting "Queen for a Day" campaigns for United Artists. All were working in co-operation with

Warner Theatres' resident publicity director, J. Knox Strachan.

Morgan Hudgins, MGM public relations department gave an illustrated talk on "Quo Vadis" in the Cleveland Public Library under the auspices of the Motion Picture Council of Greater Cleveland. . . . Private First Class Jack Kennahan, former Warner shipper, was home on leave from Sheboygan, Wis., where he attends Communications School.

Jerry Pickman, national director advertising, publicity, and exploitation, was in on one of his regular field trips. He met with exhibitors, theatre promotion directors, members of the press, radio, and television, and with Paramount branch manager Harry S. Buxbaum.

Central Shipping notified all exchanges that film deliveries on Fridays will be discontinued in the Canton, Youngstown, and Toledo, O., territories to conserve tires and truck equipment.

Detroit

Mr. and Mrs. Jack Zide are among those scheduled to attend the Variety Clubs International convention in Philadelphia.

Harold Rhodes, Paramount, recently received an A. W. Schwalberg Merit Award.

Milton Hale, Paramount exploiter, reports that Paramount is sending out beautifully silk bound souvenir books on "Samson and Delilah" to schools and critics.

United Detroit Theatres was granted permission by Wayne County Circuit Court to take back three theatres which it must ultimately dispose of under the Supreme Court decree in the Paramount case, pending settlement of two legal actions between UDT and Goldhar-Zimmer Circuit, of which the three houses are a part.

With the city's public transportation system tied up due to a strike by street-car and bus operators, business dropped off considerably. Neighborhood houses experienced a pleasant surprise. Boxoffice receipts were up above average, and drive-ins reported that business was up for them also.

Dillon Krepps, manager, United Artists, where "Valentino" was playing, was receiving his letters to the theatre addressed "Valentino Avenue." He received permission from Common Council to change the name of the street the theatre is located on to "Valentino Avenue" for the duration of the film.

Michael Simons, Paramount branch manager, and Milton Hale, exploiter, were in New York for a national sales meeting.

Mrs. C. P. Lundy was elected president, Greater Detroit Motion Picture Council, at a recent election. She was formerly vice-president. She succeeds Mrs. Roy R. Riddle. Other new officers



In connection with U-I's "Up Front," Fulton, Pittsburgh, a book store used this panel, and attractive window displays to help promote the book and picture.

include: Mrs. D. Hembel and Mrs. Francis Van Dusen, vice-presidents; Mrs. Arthur F. Drompp, recording secretary; Mrs. N. Connor Dunn, corresponding secretary, and Mrs. George P. Gaag, treasurer.

E. R. Holtz, president, Riviera-Annex Theatre Company, met with FCC technical staff members in Washington for a clarification of FCC attitudes toward theatre television. After the conference, Holtz announced he would file a brief with the commission at a later date. Holtz said he was especially anxious that the FCC make clear the distinction between production of motion pictures and exhibition in considering issuance of TV permits, and said his brief would stress the continuance of present relationships between the two fields on the operating basis of the past.

Indianapolis

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. John Brouwer, Harold Gabrilove, Samuel Kalison, Mr. and Mrs. Sylvan Leff, and Mr. and Mrs. Leo Rosen.

Second prize in Paramount's recent "Golden Harvest Sales Contest" went to the local branch and sharing the money are branch manager G. R. Frank, Durand Newman, George DeVine, James Smith, Frances VanTreese, Martha Blue, Ella Wagner, Marjorie Ison, Mel Brown, Margaret Manning, Rose Vigodner, Margaret Barnard, Roy Stewart, Louise Pfarrer, Nixola Morton, Virginia Fritz, Nellie Eibeck, Jackson Lang, Thomas Oaks, and E. G. Fitzgibbon, exploiter.

The new Bluffton, Drive-In, Bluffton, Ind., opened. Charles Mallers is the owner. It is the 15th to be added to theatres owned by the Mallers brothers in Indiana and Ohio. The spot opened with a 350-car capacity, but space has been provided for future expansion to accommodate 550 cars.

The East Side Auto Theatre, Terre Haute, Ind., operated by Wisher Myers, was struck by lightning. . . . Mid-West Theatre supply report replacement business at Indiana drive-ins good. . . . Ray Thomas, U-I salesman was confined by chicken pox. . . . Emory Kreighbaum,

American, Ladoga, Ind., was saddened by the death of his step-father, Hayden Crawford.

Russell Bleeke, former salesman at ELC, has been made office manager-head booker, U-I. He succeeds Neil Wylde. . . . The Colosseum will meet on May 12 to complete arrangements for its annual dinner and dance on June 2 at the Indianapolis Athletic Club. . . . Moe Esserman, wife, and baby left for Rome, Ga., for a brief vacation. . . . Manager Claude McKean, Warners, went to Pittsburgh to attend the central district meeting.

Gene Tunick, former branch manager, ELC, has been appointed branch manager, Lippert. He succeeds M. M. Krueger, who remains as salesman. . . . Irving Druben, salesman, Lippert, resigned to accept a similar position with Republic in Cincinnati. . . . The Indianapolis Federation of Lutheran Churches, Missouri Synod, launched its first regular "drive-in" church service, at the Shadeland Out-Door Theatre.

Harry Coleman, who operates the Drive-In on Boonville Road, in the suburbs of Evansville, Ind., is putting in an addition.

Exhibitors on Film Row included Don LeBrun, Kent, South Whitley, Ind.; Matt Scheidler, Jefferson, Hartford City, Ind.; Mrs. Hilda Long, Hippodrome, Sheridan, Ind.; E. E. Smith, Devon, Francesville, Ind.; John Micu, Indiana-State, Fort Wayne, Ind.; Clarence Becker, Indiana, Fort Wayne, Ind.; Guy Hancock, Prewitt, Plainfield, Ind.; Nick Paikos, Diana, Tipton, Ind.; Leo Ciacio, Downs, Louisville, Ky.; A. Edward Campbell, Louisville, Ky.; Pete Dawson, Rodeo-Shawnee, Louisville, Ky.; M. Weinberg, Crescent-Shelmar, Louisville, Ky., and A. Moritz, Grand Palace, Louisville Ky.

Margaret Sheridan, RKO, will make her appearance at the Allied of Indiana convention at French Lick, Ind., on May 22 and 23. Miss Sheridan appeared in "The Thing." Among others to appear at the convention are Maurice Bergman, U-I, and Pete Wood, secretary, Independent Theatre Owners of Ohio.

Pittsburgh

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Leon Reichblum, Sam Reichblum, Mr. and Mrs. Carl Dozer, M. G. Dumas, Mr. and Mrs. Elmer I. Ecker, Mr. and Mrs. Joe Hiller, Mr. and Mrs. Norman B. Mervis, Mr. and Mrs. Dominic Navarro, Mr. and Mrs. B. W. Steerman, Mr. and Mrs. John D. Walsh, Jr., and Mr. and Mrs. Al T. Weiblinger.

David Kimelman, Paramount, was a recent winner in the Pine-Thomas "Lawless" contest.

Robert Caskey, Paramount, recently received an A. W. Schwalberg Merit Award.

The sudden passing of Art Morrone, head, Superior Motion Picture Supply Company, came as a shock to all. He had been in the business for 45 years, and was popular with everyone on Film Row. Morrone had a serious operation several months ago, and had been back to work for several weeks. He complained of a pain near his heart, and Harry Rachielle, Sharpsburg, Pa., exhibitor, took him to Mercy Hospital for a cardiograph. He died while at the hospital. Born in Italy, Morrone came to this country when he was six.

Republic moved to new quarters, the old U-I exchange. All it did was to change from the second floor of the same building to the ground floor. . . . Jack Kalmenson's friends gave him a dinner at the Fort Pitt Hotel to celebrate his promotion as branch manager, Warners.

The Wally Allens, he's business manager, Allied Theatre Owners of Western Pennsylvania, moved to Mount Lebanon, Pa., after living in Squirrel Hill for eight years. . . . Doug Tausig, United Artists exploiter, was in promoting "Cyrano de Bergerac," Art Cinema. . . . Andrew Malanos, Urban, East McKeesport, Pa., has been inducted into the army. His mother, Mrs. M. A. Malanos, is operating the theatre in his absence. . . . Emilio Corsi has been promoted to manager, Regent, from assistant, Granada, Beaver Falls, Pa. Janet Schall, Regent manager resigned. . . . Lou Hanna, George F. Callahan, and Bud Thomas were in New York to attend a meeting of National Film Service. Callahan is head, Exhibitor's Service, film hauling outfit.

Several changes have been announced at RKO. David Spiro, a graduate of Pittsburgh University, has been added as a student booker, Mrs. June Hill has returned to part-time duties. . . . The Temple, Aliquippa, Pa., closed for renovations and to install new seats. . . . The Harmar Drive-In, Harmarville, Pa., was held up, with \$200 taken from the box-office. . . . Mike Manos, Manos Circuit, with headquarters in Greensburg, Pa., returned after a winter in Florida. . . . Bill Zeilor's new assistant at the Harris, downtown Pittsburgh, is Wayne McPeake, from the same circuit's South Hills. R. N. Dale resigned to join the Bethlehem Steel Company.

Phillip Teicher, associated with Norbert Stern in the shopping center being built on Route 51, is also interested in a new shopping center being constructed on Route 19, not too far from Jimmy Nash's Gerard, West View, Pa. . . . The Stanley, Pittsburgh, switched to a Tuesday opening so that the Josephine Baker stage show will be set to begin at that time. . . . Godfrey Lefton, former film salesman, now in Indianapolis in the furniture business, was a visitor. . . . T. J. Hickes, IV, was born recently to T. J. Hickes, III. The latter and his father run the Aldine, Saxton, Pa. . . . Hanna Theatre Service added a new clerk, Mrs. Dolores Kopko.

The Variety Club is planning a testimonial dinner for Harry Feinstein, Warner Circuit head booker and buyer, who

was recently promoted to zone manager, Warner Theatres, New England. It is expected to be held early in June.

Connellsville, Pa., is the latest city to inaugurate a 10 per cent amusement tax. The city fathers expect revenue amounting to \$5000 per year. . . . A bill has been introduced into the State Senate by Senator Wade which would provide a \$500 fine for violators of the Sunday Blue Laws, in towns that have voted to keep theatres closed on the Sabbath. The present fine for the offense is \$50. . . . W. G. Milwain, salesman, National Theatre Supply, has been promoted to manager, New Haven branch. He has been associated with National Theatre Supply for 15 years.

Jimmy D. Mauro, owner, State, Vintondale, Pa., will double, and manage the Family Drive-In, Mundy's Corners, Pa. . . . Jake Paulkowski, former National Screen Service accessory manager, is back in on leave. He is stationed in Newport News, Va., with the navy. . . . The effect of the Kefauver Investigation has brought a crackdown on all forms of gambling in the state. Several communities have advised churches, clubs, firehouses, etc., that unless the games are stopped, prosecution will follow.

George Tice and the Columbia office staff were hosts at the Variety Club "Family Night." . . . Mount Lebanon, a suburb, announced free concerts with a 200-piece band every Sunday from May 27-Labor Day. Exhibitors are not too happy about this.

Kentucky London

O. J. Minnix and H. B. McClure, owners, Southland, which was destroyed by fire, filed suit for \$80,000 damages against the Kentucky Utilities Company, charging gross recklessness, negligence, and careless conduct in the installation of an electric meter on the side of the Southland building. It was charged that a truck smashed into a meter on the night of the fire, shorted the wiring, and set fire to the theatre. The blaze also destroyed five business houses and several apartments.

Louisville

Hal Watts, Grand, Circleville, O., has been transferred to Morehead, Ky., to take over the managership of the Trail. Tom Maxedon, Trail, has moved up to the Shelby and Burley, Shelbyville, Ky.

Out-of-town exhibitors seen recently included: Homer Wirth, Crane, Crane, Ind.; A. N. Miles, Eminence, Eminence, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; W. E. Gross, St. Clair, Lebanon Junction, Ky.; Hal Watts, Trail, Morehead, Ky.; James Howe, Richland, Carrollton, Ky.; Fred Belcher, Family Drive-In, Charlestown, Ind.; Luther Knifley, Art, Knifley, Ky., and R. L. Gastrost, Victory, Vine Grove, Ky.

According to Oscar Hopper, Arista, Lebanon, Ky., thieves blew up his safe, and left with a loot of approximately \$1,500.

Harry Woodson, Falls City Theatre Equipment, is elated as Harry, Jr., won a citation and a trophy in the National YMCA athletic achievement test, and journeyed to Indianapolis to compete in the finals.

According to Mrs. L. M. Denton, Shepherd, Shephardsville, Ky., Denton has turned over to her the managership and operation of the theatre in order that he might go to Paducah, Ky., to accept a position with a defense plant. . . . J. B. Minnix, Jr., whose Southland, London, Ky., was destroyed by fire, was in town, and plans rebuilding the theatre.

That the town of Evarts, Ky., is living down its unfortunate past, and there has been no violence and bloodshed there since 1948, is mainly due to Mayor J. D. Housley, who, in addition to his civic duties, is manager, Roslyn, Evarts, Ky., and also handles the affairs of the Sandra Gay, Louellen, Ky. The Courier-Journal recently gave the "fearless mayor" a four-column writeup.

Al Horwits, U-I studio publicity director, was in to arrange a special screening of "Francis Goes To The Races" for the sports writers covering the Kentucky Derby.

Clarence G. Taylor, assistant to Guthrie Crowe, president, Kentucky Association of Theatre Owners, resigned to become editor, National Insurance Index and the Journal Insurance of Medicine.

Eric Hammel, Chakeres Theatres, Shelbyville, Ky., tendered his resignation.

Out-of-town exhibitors seen included: Phil Thompson, Twin Drive-In, Horse Cave, Ky.; Homer Wirth, Crane, Crane, Ind.; W. L. Wilderick, New Washington, New Washington, Ind.; A. N. Miles, Eminence, Eminence, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; Mrs. L. M. Denton, Shepherd, Shephardsville, Ky.; Gene Lutes, Chakeres, district manager, Frankfort, Ky., and Jack Crouthers, Harrod, Harrodsburg, Ky.

W. E. Gross, manager, St. Clair, Lebanon Junction, Ky., received a good front page plug in The Pioneer News on "Annie Get Your Gun." Howard Keel and Mrs. Tillie Gross, wife of manager Gross, were schoolmates in Gillespie, Ill. Gross received a letter of thanks, published in The Pioneer News which garnered some excellent public relations material.

Michigan Grand Rapids

Mr. and Mrs. Joe Busic and Mr. and Mrs. E. K. Lane are among those scheduled to attend the Variety Clubs International convention in Philadelphia.

H. M. Richey, MGM exhibitor relations head and assistant to William F. Rodgers was in to accept two merit citations on behalf of MGM set decorators, when the American Institute of Decorators made the presentation at its 20th anniversary conference. The awards went to Edwin B. Willis and Richard

Pefferle, for "Nancy Goes to Rio," and to Willis and Jack Moore for, "That Forsyte Woman." Richey also held an exhibitor luncheon at the Rowe Hotel, discussing product and the lineup of releases scheduled.

Ohio Columbus

J. Real Neth is recovering from an operation in Mt. Carmel Hospital. . . . Mrs. Cora Anne Brobst, wife of John B. Brobst, stagehand, Loew's Ohio, died.

Franklin County Prosecutor Ralph J. Bartlett advised Sheriff Ralph J. Paul to prosecute "Bingo" operators who run games in the county for their own profit. . . . Three exploitation representatives were in simultaneously, Richard Mayers, Metro, in advance of "The Great Caruso," Loew's Ohio; William Slater, Universal-International, for Piper Laurie and Tony Curtis, and Clarence Bell, Columbia, for "Sante Fe," Loew's Broad.

Over 600 Ohio postmasters were guests at a screening of "Appointment With Danger," Loew's Broad, during the convention of the Ohio Chapter of the National Postmaster's Association. Bernie Gardner, Paramount representative, arranged screening details. . . . Robert Sokol, manager, Loew's Broad, located a home after a search, and sent for his wife and son. They have been living in Pittsburgh, where Sokol formerly was manager, Loew's Ritz.

The Drexel, Miles circuit, is conducting a six-week experimental program of British and foreign language films with programs on Tuesdays and Wednesdays. Tom Wasson, manager, reports the experiment has been well received. All of the films listed have shown at first-run houses, principally the World only regular foreign language house in the city.

Albert Friebe is new at Loew's Ohio. . . . Legalization of "Bingo" for charitable purposes was proposed to the legislature in a resolution offered by Representative John T. Duffy, Democrat, Cleveland.

Dayton

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. Arthur Denlinger, Mr. and Mrs. Harry Good, Mr. and Mrs. Robert Gump, Father Michael Hinssen, Mr. and Mrs. Fred Krimm, Mr. and Mrs. Tom Ryan, Mr. and Mrs. Paul Swinger, and Mr. and Mrs. Roy E. Wells.

Toledo

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. Jack Armstrong, Mr. and Mrs. Edward Bush, Howard Feigley, Mr. and Mrs. Frank Kinzel, and Gordon Taylor.

Wilmington

Jack Mitchell, San Francisco zone manager, Hallmark, has been appointed zone manager for Hallmark in the Pittsburgh-Cleveland-Cincinnati territory. He replaces Claude Alexander, resigned.

Pennsylvania Altoona

The Mischler has been leased for six weeks in June and July for a summer stock company. Prominent city personalities are behind the movement, with season tickets sold for \$10. A professional director has been signed, and well-known names will be booked to head the casts.

Gus Notopolous, general manager, Notopolous Theatres, cancelled a special meeting of all theatre managers because of a torn ligament in his leg.

Blairsville

The Penn is getting the benefit of the government training program here. Five hundred men are trained to act as ground crews for the Air Force, and as one group finishes training a new group comes in.

Bradford

Robert David has been named manager Dipson operation. He was with the same circuit in the Buffalo area before coming here.

Johnstown

Harry Findlay, former manager for Ray Allison at the Hollywood, who resigned to become an insurance salesman, is in 91st place in standings among 5000 salesmen for the company. . . . Matt Cvetic made a guest appearance in connection with "I Was A Communist for the F.B.I.," State.

The final touches have been put on the new cooling system being installed at the Embassy. It will be the only house with air-conditioning. . . . The Strand inaugurated "Country Store" every Wednesday. The house also uses a regular "Bank Night." . . . George T. Garland, Roy and Laurel, bought the Westmont Drive-In.

Scalp Level

The Silver Drive-In will be unable to open until early June when the new highway will be ready.

Washington

The Basle played "Bitter Rice" without benefit of newspaper advertising when the local publisher would not accept advertising on the film. The theatre reported a satisfactory gross, however.

Windber

Wenard Kough and his father, Opera House, returned from a trout fishing expedition in upstate Pennsylvania, Tioga County, and report catching the limit each day.

West Virginia Blacksville

Guy Pauley, who opened his Blacksville Drive-In early, closed for a short period because of bad weather. He staged a formal re-opening on May 6, with performers from a Fairmont radio station on stage. Pauley has enlarged the screen, and has built a new refreshment center of a cottage type. A sound

truck, with banners, is used weekly to exploit the outdoor theatre.

Clarksburg

"Bill" Goodnight, Alexander Film Company representative, closed contracts with a number of drive-ins in West Virginia, including the Elkins, Elkins; Grafton, Grafton; Warner Skyline, Clarksburg; Ellis, Clarksburg; Snyder's, Clarksburg; Sunset, Meadowbrook; Skyway, New Martinsville; Work's, New Martinsville; The Oaks, Morgantown; Town and Country, Morgantown; Pineview, Reedsville; West, Buckhannon; Skyview, Phillippi; Friendly, Montrose; Grove, Wheeling; Bruceton Mills, Bruceton Mills; Belle Aire, Wierton; Starlite, Fairmont; Blue Moon, Wellsburg, and Glendale, Glendale. Goodnight is offering special snack bar trailers to his accounts.

Elkins

Bretsel Lang, co-owner, Elkins Drive-In, has bought a farm near Elkins, and will move there, disposing of his city home. The move is being made because of his wife's health, Lang said. Lang recently erected a sign in Elkins plugging the drive-in which is two miles out of town.

Glenville

C. W. "Judge" Marsh, who owns the Pictureland and Lyric theatres, is readying his Gilmer County Fairgrounds for the annual county fair in August. He works on the grounds himself, along with helpers, and tells film representatives the work is his main source of recreation. He also owns The Glenville Democrat, weekly, and real estate in Gilmer County.

Glenville State College has requested film, several distributors report, and will show 35mm. features in the college auditorium. Semi-portable equipment will be used. Michael Posey, Burnsville, W. Va., exhibitor, is registrar at the college.

Morgantown

Students of West Virginia University stopped picketing the college town's two first-run houses after returning from a short vacation. They had protested an admission increase, and had installed pickets in front of the Metropolitan and Warner house. Management representatives explained that the increase was in line with other first-run houses in comparable cities. Students refused a concession whereby tickets would be offered at lower prices if purchased at the "Pine Ear," student recreation center. Many of the signs displayed by pickets were highly original.

Wheeling

Northern West Virginia exhibitors, particularly drive-in operators, suppressed a quick shiver as Dr. J. S. V. Allen, a professor of physics at Bethany College, predicted a cold summer and another bad winter for the Wheeling area. Although they hoped he was wrong, they remembered that the professor's prognostications concerning the past chilly winter held true.

NEWS OF THE

Territory

Boston
Crosstown

George Markell, owner-operator, Hudson, Hudson, Mass., announced that he plans to file an anti-trust action against the eight majors in federal court, asking removal of the clearance enjoyed by Wooster, Mass., first-run over the Hudson, which now plays one to seven days after Wooster.

Samuel Pinanski, head, American Theatres Corporation, was named chairman of the reception committee for Prime Minister David Ben-Guiron of Israel during his visit here.

"Prince of Peace," Copley, was subjected to a saturation campaign with radio, billboard, subway posters, and mailing of a four-page herald. Larry Craig and "Murph" McHenry were handling the exploitation. McHenry plans to remain in the territory for several weeks lining up bookings.

. . . The Seville, East Boston, held a fashion show.

Film critics Marjorie Adams, The Globe and Peggy Doyle, The American, were to fly to New York on the first leg of a journey to Europe. They are flying to Brussels, and plan to spend about a month touring Europe's historic spots. This being the first European trip for either, Film Row publicists were very helpful (?) with suggestions.

Nathan Yamins, Leslie Bendslev, Norman Glassman, and Independent's Ray Feeley expect to attend the three-day National Allied board meetings at Kansas City.

Twelve Geisha girls are scheduled to appear on stage prior to all screenings of "Tokyo File 212," Boston. Florence Marly, star, is also expected in before the premiere.

Edward Alfano has been added to the booking staff at Affiliated Theatres. Formerly a booker at American Theatres, he will be assistant to head booker, Joe Hochberg. . . . The Paramount, Needham, Mass., closed. This is the first time in 25 years the town has been without a theatre. . . . The Telepix restored union projectionists, having reached an amicable settlement. . . . The Milo and Van Buren, Me., ozoners opened.

Esther Williams, Metro star, is due in on May 15 as one of 25 women to be honored at a dinner that night. . . .

Matt Cvetic addressed the Commonwealth of Massachusetts House of Representatives with a capacity audience of statesmen and press in attendance. A 15-minute ovation followed his speech

Meyer Stanzler Urges
Two-A-Day Planning

WAKEFIELD, R. I.—Meyer Stanzler, Community Operating Company's Community, last week urged the scheduling of performances for all features, as 20th-Fox experimented briefly with scheduled performances for "All About Eve," as "a progressive step to keep up with the smarter and more discriminating audiences" of today.

He cited the continuing success of legitimate theatre, and ventured that perhaps people go to stage shows to be seen and to see others. "If a 1000-seat house plays to 1000 people a day, with four shows a day," Stanzler reasoned, "there's a fact that at no time are there generally more than 250 persons in the house. Wouldn't it be better and less expensive to operate on a two-a-day policy?" He recommended shows set for 2 p.m. and 8 p.m. as a means of cutting down overhead expenses while permitting patrons to enjoy pictures more by having them see the films from start to finish.

against Communism, and the House voted confidence to Warners for producing "I Was A Communist For The F.B.I." Other highlights for Cvetic had him at press interviews with feature writers from all newspapers. A special citation was made by Veterans of Foreign Wars Commander Francis J. McGee, Lieutenant Joseph P. Kennedy, Jr., Post 5880. Cvetic then left for Providence, R. I., where Rotarians held a special luncheon. High school and college students also interviewed Cvetic.

Film District

John Moore, Paramount exchange, and exploiteer Arnold Van Leer were recent winners in the Pine-Thomas "Lawless" contest.

Paramount, with Gasper Urban, Alfred MacIntyre, Wendel Clement, and Abraham Isaacs, won prize money recently in the Pine-Thomas booking contest.

A. W. Schwalberg Merit Awards were recently presented to Paramount's John Gubbins and Gilbert Norton.

With the addition of ELC personnel, the new lineup at UA is as follows: Harry Segal, branch manager; Irving Mendelson, sales manager; Al Fecke and Kenneth Robinson, salesmen; Max Burlone, office manager; Sam Levine and Agnes Donahue, bookers; Morris Aldort, bookkeeper; Ida Kessler, assistant bookkeeper; Arlene Kissloff, availability clerk; Mary Coco, stenographer; Maura-Jane Roache, switchboard operator and biller, and Peggy Flaherty and Jean Flatley, contract clerks. Aurella Abramowski continues as Segal's secretary.

Bill Jennings, formerly ELC booker, joined Screen Guild in the same capacity. He replaces Jud Parker transferred to the selling department. . . . Joe Cohen, buyer-booker, flew to Miami, Fla., re-

New England Bowling

BOSTON—New England Theatres finished first with a three-game lead over Independent Theatres to clinch top honors in the New England Theatrical Bowling League, as the series wound up last week. Trailing the leaders were American Theatres, MGM, RKO, Harry's Snack Bar, Macaulay American Legion Post, and Affiliated Theatres, in that order. New England's Plunkett, a top man throughout the series, came through with first billing on the individual averages record.

Final standings are as follows:

Team	Won	Lost
NE	39	21
Inde.	36	24
Amer.	33	27
MGM	31	29
RKO	30	30
HSB	26	34
Leg.	24	36
Aff.	21	39

INDIVIDUAL AVERAGES

Plunkett, NE	94.8	Spingler, Leg.	85.9
Freeman, HSB	93.7	O'Hara, RKO	85.5
Burlone, NE	92.3	Vieira, Leg.	85.0
Morton, HSB	91.5	McGerigle, RKO	84.8
Serra, Inde.	91.0	Alfano, Amer.	84.5
Romanoff, NE	90.7	Rowe, Aff.	84.3
Levin, Inde.	90.7	Hochberg, Aff.	83.9
Fahlbusch, NE	90.4	McGowan, MGM	83.7
Hill, Inde.	90.4	Feinstein, Amer.	83.7
Saver, Leg.	88.7	Rahilly, HSB	83.6
Rathgeb, MGM	88.3	Cavicchi, Leg.	83.5
Farrington, Aff.	88.2	Anderson, HSB	82.6
Smith, RKO	87.9	McCarthy, Amer.	82.1
DeBrueil, Amer.	87.5	Downing, RKO	82.1
School, MGM	87.4	Castro, HSB	81.3
Field, Aff.	87.0	LaCross, RKO	80.9
Young, Inde.	86.8	Dooley, Leg.	80.5
Arsenault, NE	86.8	MacIntyre, Amer.	78.4
Owens, Inde.	86.5	Feinberg, MGM	75.8
Goldman, Aff.	86.0	Oberman, MGM	72.6

cently to meet his wife and daughter, who were on a West Indies cruise. . . . Ed O'Neil, assistant manager, Orpheum, is in St. Elizabeth's Hospital for treatment of an old injury. . . . The Sutton Drive-In, Sutton, Mass., is installing RCA in-car speakers. . . . Congratulations go to Mr. and Mrs. Dick Dobbyn, Jr., on the birth of their fifth child, a daughter. He's the RKO salesman.

Harry "Zippie" Goldman and wife returned from an extended trip to California, during which time they visited with their old friend Louis B. Mayer. . . . Agnes Donahue, booker, UA, returned following a sick leave.

A sales meeting was held at 20th-Fox presided over by Andy Smith, distribution vice-president. Branch managers from Philadelphia, Buffalo, New Haven, Albany, New York, Washington, were in.

John P. Byrne, MGM eastern sales manager, and Jay Eisenberg, legal department, were in.

Film Exchange Transfer Service announced that it would discontinue Wednesday deliveries in many sections of New Hampshire, Massachusetts, and Rhode Island, in order to conserve truck equipment.

New Haven
Crosstown

Morris Rosenthal, Loew's Poli, and his associates were working on "Follow the Sun." Rosenthal planned to tieup local

golf courses, sports page angles, and also a screening for sports people. . . . New at the Bijou are J. Calechman, projectionist, also working at the College during the week, and James Brodie, stage hand. . . . Lawrence Caplan, Fishman Theatres, spent his recent vacation in Washington, D. C. His wife and youngster accompanied him. . . . New at the Dixwell is Florence Bove. Ann Terrible will be relief. . . . Clarence Peterson is the new assistant manager, Rivoli, West Haven. He was formerly at the Lawrence.

Buddy Gardner is the new projectionist at the Rivoli. He replaced Jack Calchman, who moved to the Bijou and College. . . . A Yale University Medical School benefit show was held at the Lincoln. . . . Franklin E. Ferguson, Whalley, was recently made area president, Tuberculosis and Health Association. . . . Albertus Magnus College took over the Loew Poli College for "Much Ado About Nothing." . . . Manager Ed Lynch, Roger Sherman, has taken off 25 pounds. . . . Franklin Ferguson, Whalley, worked on school tieups for "Macbeth."

Meadow Street

Murray Cooper, Community, Fairfield, was a vacationist. Sol Ripps, formerly of the Rivoli, filled in. Ripps will be in the Fishman office full time. . . . Messrs. Spodack and Sampson did a lot of promotional work to bally "Fantasia," Art Cinema, Bridgeport. . . . John Pavone, Monogram branch manager, was back from the New York Monogram meeting. . . . The Capitol, Middletown, is reported on its summer policy of four days a week, Thursday, Friday, Saturday, and Sunday. . . . The Canaan Drive-In opened for the season. . . . "The Blue Mountaineers" were booked at the Strand, Plainville, and Arch Street, New Britain. . . . For "Father's Little Dividend," the Embassy, New Britain, gave first 75 fathers attending a portrait of their little darlings, made in cooperation with a local photographer. One hundred mothers attending that opening show received a certificate for a quart of milk. . . . Incorporators for the newly opened Starlite Drive-In, Stamford, include T. Ward Cleary, Frank P. Barrett, Stamford, and Tryphen P. Abbott, Trumbull. . . . The Shelton Teachers League sponsored a benefit show at the Shelton for its scholarship fund.

W. G. Milwain, Pittsburgh, salesman, National Theatre Supply, has been promoted to local branch manager. He has been with the company for 15 years.

Henry Germaine, Paramount, recently received an A. W. Schwalberg Merit Award.

Paramount, with Richard Carroll and Frank Manzi, won first prize money recently in the Pine-Thomas booking contest.

Herman M. Levy headed the group of localites attending the Variety Clubs International convention in Philadelphia.



Sperie Perakos, Perakos Theatres Circuit, is seen recently congratulating Geraldine Magnini, on his right, winner of the "Miss New Britain of 1951" beauty competition held at the Palace, New Britain, Conn. To Perakos' left are Joyce Yeske, "Miss Hartford of 1951," and Joyce Bice, New Britain contest runner-up, named "Miss Hardware City of 1951."

Connecticut Danbury

Lockwood-Gordon-Rosen's Danbury Drive-In resumed operations. Manager is Jack O'Sullivan.

Hartford

State Highway Commissioner Dr. G. Albert Hill approved a bill pending before the legislature to prohibit the building of any open air theatre off any state road without a permit from the State Traffic Commission.

Named to the campaign advisory committee for the Hartford Symphony's fund-raising drive was Henry L. Needles, district manager, Warner Theatres. Will Rogers, Will Rogers Drive-In Theatre Corporation, was master of ceremonies at the drive's opening buffet supper.

For "Up Front," manager Fred Greenway, Loew-Poli Palace, and his aide, Lee Feigin, offered guest tickets for 10 longest lists of motion pictures starring actor David Wayne.

Jack Delgaudio, in town on furlough from the air force, was recently promoted to sergeant. . . . Sergeant Ray Flynn, ex-assistant, Loew-Poli College, New Haven, now with an infantry division at Camp Pickett, Va., dropped by the Loew-Poli to see Norm Levinson, assistant manager.

Newington

Walter Kordak, ex-assistant manager, State, New Britain, is new manager, Newington.

Norwalk

It is understood that the Norwalk's closing is for a three-month period, a clause in the lease preventing any dark period longer than that.

Pleasant Valley

The Rogers Corner Drive-In reopened.

South Windsor

New manager, East Windsor Drive-In, is Henry Kupchunos, officer of the East Windsor Drive-In Theatre Corporation.

Stamford

William G. Sobel has opened his recently-completed 500-car capacity Starlite Drive-In. The Starlite is the area's first drive-in project.

Torrington

Jack Scanlan, Sr., manager, Warner, put on a special evening film program for carrier boys of The Torrington Register. . . . Les Brown has been named manager, Torrington Drive-In.

A May 10 opening is planned for the 600-car capacity drive-in being built by Vincent Youmatz. The project will be called the Sky-Vue Drive-In.

Waterbury

Manager Frank McQueeney McWeeney, Pine Drive-In, offered prizes to the automobiles carrying the largest number of children.

West Hartford

Manager Vince Capuano, Elm, has a weekly deal with the Police Department to award two passes to two school children who have demonstrated safety precautions at school street crossings during a week's time.

Maine Portland

One hundred and twenty five pupils of St. Patrick's School presented the fairy tale, "Cinderella," on the stage of the State.

Saco

The Saco Auto Theatre opened with new modern restrooms and a playground for children.

Scarborough

The Portland Drive-In reopened.

Rhode Island Providence

Matt Cvetic captured Providence at a specially arranged Rotary Club luncheon at the Sheraton Biltmore Hotel with an overflow crowd numbering over 300 leading state, civic, business, and educational groups. Three leading networks broadcast the live program from the head table, with Cvetic as the principal speaker emphasizing the evils of Communism. The address was broadcast by the Yankee network, WEAN, ABC, WKCI, and WPBJ. Cvetic later attended a press reception at the hotel attended by outstanding personalities. All radio stations broadcast excerpts from Cvetic's talks as part of a news broadcast, with mention of "I Was A Communist For The F.B.I."

Variety Club Connecticut, Tent 31

Those from the tent at the convention of Variety Clubs International in Philadelphia were: Chief Barker Herman M. Levy, Ray Wylie, Sam Wasserman, Rudy Frank, and Hymie Levine. Plans and discussions for quarters for the tent are continuing.

NEWS OF THE

Territory

New York City
Crosstown

RKO Theatres blanketed the air waves with radio and TV announcements heralding the opening of "Seven Days To Noon" and "Cry Danger" at RKO Manhattan, Bronx and Westchester houses. Over 50 announcements were used so that the entire Metropolitan area was thoroughly saturated. A special ad campaign was also used. Meanwhile, Harry Mandel, national director of advertising and publicity, RKO Theatres, announced renewal of the 13-week television and radio package deal between the theatres and WNBC and WNBT.

James W. McFarlane, U-I manager for India and Pakistan, arrived for conferences with company executives. . . . Adolphe Carlson, plant manager, Technicolor Motion Picture Corporation, came in from Hollywood. He then sailed for Europe to visit Technicolor, Ltd., in England.

Americo Aboaf, vice-president and general sales manager, Universal International Films, Inc., foreign distributor of Universal-International pictures, left for Europe for a series of conferences with U-I managers.

From a field of over 8,000 entries, of which 343 have been selected for honors in the 30th annual art director's show, 20th Century-Fox announced that five of its advertisements for the year 1950 will be hung in the organization's exhibition at the Grand Central Galleries starting on May 15 and ending on June 2. The 20th Century-Fox winners included advertising from the campaigns, "No Way Out" and "All About Eve," with the major share of honors going to the striking material for "No Way Out." Four different ads on the Darryl F. Zanuck production were selected, in addition to the 24-sheet on "All About Eve." The artists responsible for the "No Way Out" and "All About Eve" material selected by the art director's jury include Erik Nitsche, Paul Rand, Saul Bass, and Herman Temple. Victor Sedlow, art director, 20th Century-Fox ad department, supervised the work.

One hundred and forty-seven employees at the 20th Century-Fox home office donated blood to the American Red Cross for use overseas and here at home.

In a salute to the memorable figures of the silent screen, U-I will hold a special invitational preview of "Hollywood Story" at the Museum of Modern Art tonight (May 9).

The Ansell Theatres are no longer being booked by Island Theatre Circuit. . . . Liggett-Florin is now doing the buy-



All Skouras Theatres in New York City were recently placed at the disposal of Commissioner Arthur Wallander, director of all civilian defense operations in New York, and his organization to act as recruiting centers, and to perform any function which may be desired, in a special ceremony conducted by George P. Skouras, president of the circuit. Seen above being sworn into special CD duty are, left to right, Montague Salmon, managing director, Rivoli; Nate Simons, Skouras Queens division manager; Moe Baranco, Manhattan area; Bill Cronk, Queens; Bob McGregor, Bronx and Westchester; Rudolph Kuhn, New Jersey division; Commissioner Wallander, and S. S. Skouras, executive vice-president.

ing and booking for the Gloria, Brooklyn. . . . Claridge, Inc., is the new operator, Claridge, Montclair, N. J. Sam Blasky will do the booking. . . . The Haven, Woodhaven, L. I., is now being operated by the F. P. Realty and Construction Company. Island Theatre Circuit will buy and book. . . . Soundview Operating Corporation is now operating the University, Bronx.

Myron Sattler, Paramount, was a recent winner in the Pine-Thomas "Lawless" contest.

Dr. Herbert T. Kalmus, president, Technicolor Motion Picture Corporation, sailed for Europe to visit Technicolor, Ltd., London, and also the Continent, on business for Technicolor, Inc. Mrs. Kalmus, syndicate writer Eleanore King, accompanied Dr. Kalmus.

World's middleweight champion Sugar Ray Robinson, signed with Hollywood Enterprises, Inc., Paramount building,



L. W. Schine, Schine Circuit, Inc., is seen recently in Gloversville discussing the "Home-I-Tis" campaign with his executives. Noted, left to right, are: Seymour L. Morris, director of advertising and publicity; Schine; Gus Lampe, general manager, and Bernard Diamond.

Revision Clarifies
Matrons' Payments

NEW YORK—As the result of a No. Eight have been clarified. The MPTA, the ITOA, and the State Department of Labor, certain portions of the Department's Order No. eight have been clarified. The order established the 50-75 cent hourly minimum wage rate, but the department has now ruled that matrons in children's sections can be classified as ushers, and paid for at the usher's rate.

This was deemed necessary because of the use of matrons in other parts of a theatre's operation.

to handle exclusively all of the commercial royalties and personal endorsements for him.

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. Jerome Cohen, Harry Cotton, David B. Joy, Edward Lachman, Claude F. Lee, Paul D. Ries, Fred J. Schwartz, and Martin N. Wolf.

A stage and screen show for the benefit of the South Nassau Communities Hospital marked the opening of the new Meadowbrook, East Meadows, L. I., operated by Associated Prudential Theatres, and managed by Lee Beatty. With space on its lot for more than 1,000 cars, the theatre is said to have the largest free parking area of any in the country.

A dispute over severance and vacation pay for Eagle Lion Classics personnel will be arbitrated before a single arbiter of the AAA, under a stipulation entered into by Pathe Industries, Eagle Lion Classics, and District 65, Distributive, Processing, and Office Workers of America, on behalf of the Screen Publicists Guild and the Professional Employees Guild. According to the union, Pathe Industries agreed to meet any payments called for through arbitration, while District 65 agreed not to carry through an injunction move seeking to stop the sale of ELC to United Artists.

Stage, screen, radio, and television stars, social and political figures, and members of the press participated in an "On the Riviera" party in connection with the forthcoming Roxy premiere of the Danny Kaye Technicolor musical. Guests boarded the specially-chartered sightseeing S. S. Normandie, and proceeded around Manhattan, to Bill Miller's Riviera, Fort Lee, N. J. Cocktails preceded a private screening, followed by dinner and the new Riviera floor show.

Willard Gillian, MGM field auditor, was in visiting the home office. . . . Leo F. Samuels and Irving Ludwig, assistants to William B. Levy, world-wide sales head, Walt Disney Productions, returned to the home office following a visit to all RKO exchanges and a visit to the Walt Disney studio discussing sales policy in behalf of Disney's "Alice in Wonderland." . . . Wanda Hendrix, who has the starring roles in United

Farnol Retained By Greater New York Houses

NEW YORK—Formation of a joint public relations committee for the theatres of Greater New York City was announced by the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Association.

Lynn Farnol has been appointed special public relations representative for the new committee, with headquarters in his offices in the RKO building.

Around 500 theatres are represented in the group.

Artists' "My Outlaw Brother" and "The Admiral Was A Lady," arrived.

W. C. Gehring, assistant general sales manager, 20th Century-Fox, was in Polyclinic Hospital for observation.

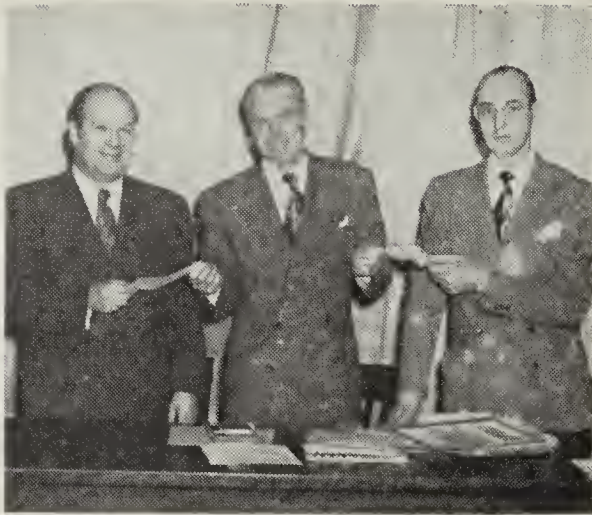
A special series of screenings of 20th Century-Fox's Technicolor, "I'd Climb The Highest Mountain," for Protestant ministers throughout the metropolitan area were held under the auspices of the Protestant Council of the City of New York.

Metropolitan area RKO theatres began admitting children under 12 for five cents and a box top from a Tetley Tea package containing 43 tea bags. The tie-in, to run all month, was advertised by Tetley with newspaper display copy directing attention to current RKO attractions listed in RKO Theatres advertising.

"The Song Of The News Carriers Bond Drive," a song written by Al Mendelsohn, U-I radio and television contact, has been accepted by the U. S. Treasury's Savings Bond Division and the American Newspaper Publishers Association as the official song of the current newspaperboy carriers bond pledge campaign.

Esther Williams, MGM star, arrived to start a tour of personal appearances at a number of veteran's hospitals in the east. . . . Anthony Dawson, young English Motion picture star, arrived to attend the Rivoli premiere of "The Long Dark Hall."

In a move to make "Appointment With Danger" one of the most talked about films ever released in the New York area, Paramount opened the picture at the Paramount with the full cooperation of eight top New York Postal Department officials and 20,000-plus postal employees and their families. Tieups and publicity cooperation were arranged nationally with 21,000 first, second and third class post offices, employing more than half a million workers. The campaign began when Paramount honored the seven local postmasters and the Chief Postal Inspector of New York at a special premiere. Joseph E. Sharkey, president, New York City Council, presented scrolls to the honored guests, who included Albert Goldman, New York



William Clark, Warner Theatres advertising and publicity department, is seen recently presenting bonds to Bernard Silverman, manager, Stanley, Jersey City, N. J., and Harold Gerhardt, manager, Rivoli, Paterson, N. J., for campaigns they put on during the circuit's "managers' showmanship" competition.

City; Edward Quigley, Brooklyn; Moses Symington, Long Island City; Gilbert W. Rosenquist, Jamaica, L. I.; Frank Cassidy, Flushing, L. I.; Abraham Finkel, Far Rockaway, L. I., and Bernard Sheeran, Staten Island. There was also a scroll for Richard E. Eggleton, Chief Inspector, U. S. Post Office Inspection Service, New York division.

The Community Relations Department and the Advisory Unit for Foreign Films of the Motion Picture Association of America sponsored a preview of "The Emperor's Nightingale" on May 7 at the Museum of Modern Art.

New Jersey Freehold

Max Snider, owner, Liberty, reopened the house under his own management. The theatre had been closed for six weeks during which time some remodeling work was done. Snider also managed the theatre himself some time ago.

Matawan

Arthur Matthews, Matawan, was the hero of the wild night chase and capture of an escaping holdup man. Just before the 9 p.m. show, a customer from a nearby tavern came into the theatre shouting that a robber had cleaned out the till in the bar, and was about to escape. Matthews called police, and ran



A Doris Day display in the window of Syracuse's largest music store was one of several such tieups recently made by RKO Keith's for the run of Warners' current musical, "Lullaby of Broadway."

out toward the tavern. As he approached, the bandit came running out and jumped into a car parked with its motor idling. Matthews noted the registration, then ran to get his own car, and gave chase. He followed, unnoticed by the holdup man, until the bandit parked his car miles later in front of another tavern. The Matawan man was astonished to discover that Kondratyk had stopped across the street from the Keyport State Police barracks. He ran into the barracks, and police rushed to the tavern just as Kondratyk was attempting a second holdup.

New York State Albany

Salesman Si Field left Columbia to join 20th-Fox.

Ray Smith, Warners' branch manager, attended a managers' meeting in Boston. . . . Phyllis Dembo, Loew's secretary, is recuperating after undergoing an apendectomy at the Samaritan Hospital, Troy. . . . Larry Cowan, managing director, Fabian's Proctor's, Troy, was elected Commander, Troy American Legion. . . . Gerald Oles, Warner Theatres' contact department, was inducted into the army. . . . John Ross, RKO head shipper, was confined to St. Peter's Hospital. . . . Edna Joyce, Columbia cashier, was spending a week in Washington. . . . The RKO offices were completely renovated. . . . Sylvia VanBergen, secretary to Gerry Atkin, Warner Theatres' publicity director, motored to Virginia.

Variety Club, Tent 9 members attending the Variety Clubs International convention in Philadelphia are Sylvan Leff, delegate, and Mrs. Leff; Dr. Sam Kalison, delegate; Charles Smakwitz, Warner Theatres' zone manager; Leo Rosen, managing director, Fabian's drive-ins, and Mrs. Rosen; Neil Hellman and Mrs. Nettie Hellman, Hellman Theatres, and Harold Gabrilove. . . . Mrs. Lillian Deitcher resumed the operation of the American, Schenectady. . . . More drive-ins that opened are: Aust Open Air, South Glens Falls; Indian Ladder, Voorheesville; Del Sego Drive-In, Oneonta; Moonlight Drive-In, Pottsdam, and Ideal Drive-In, Canton, with booking and buying by Upstate Theatres.

—M. E. B.

Buffalo

J. Scott Smart, star of Universal-International's "The Fat Man," given a gala premiere at the Lafayette, had a full schedule of television appearances and newspaper and radio interviews to help promote the picture from coast-to-coast before his personal appearance at the Lafayette and in surrounding towns.

Frank Saviola, Paramount, and exploiteer Ed Wall were recent winners in the Pine-Thomas "Lawless" contest.

As the result of an action filed in 1945 by Film Classics Exchange, producer and distributor of 16mm. films, against Film Classics, Inc., and the defunct company's Buffalo exchange, the State Supreme Court filed an injunction in the

Erie County Clerk's office prohibiting the defendants from using either Film Classic or Film Classics in connection with production or distribution. Film Classics Exchange, of which Charles H. Tarnox is principal executive, has been using the name for 30 years, it was pointed out.

Among those scheduled to attend the Variety Clubs International convention in Philadelphia are the following: Mr. and Mrs. Art Bailey, Mr. and Mrs. Robert Hayman, Mr. and Mrs. Elmer Lux, and Mr. and Mrs. Murray Whiteman.

Edward Fitzgerald, Paramount exchange, recently received an A. W. Schwalberg Merit Award.

A testimonial luncheon for Matthew V. Sullivan, recently appointed branch manager for Warners, was tendered in the Variety Club rooms. More than 100 exhibitors and distributors turned out to pay tribute to Sullivan, who was presented with a set of matching traveling bags. Jim Fater, Columbia branch manager, acted as toastmaster, and brief addresses were made by Chief Barker Murray Whiteman and Past Chief Barker Elmer Lux, the latter making the presentation. Immediately following, George Mackenna, temporary chairman, held a meeting of COMPO.

Buffalo was anxiously awaiting a ruling by the Court of Appeals on the "Bingo" situation. The license of the Old Vienna, operating for more than a dozen years, has been refused renewal by Commissioner Rollek.

Friends and acquaintances along Film Row were deeply shocked over the sudden passing of John A. Bykowski, 48, office manager-booker, United Artists for the past 22 years. He was well liked because of his soft-spoken, quiet manner. He began in the film business in 1920. He is survived by his wife, Helen, and two sons.

Dick Carroll, former ELC booker, joined the United Artists staff as assistant booker. . . . Connie Grucza, formerly assistant shipper, Clark Film, has been appointed booker-office manager, United Artists. He succeeds the late John Bykowski.

Lou Lieser, former sales representative for ELC, succeeds Don Pasin, as manager, Lippert. . . . Manny Brown, former branch manager, Eagle Lion Classics, joined the sales staff of United Artists, and will handle the Buffalo territory. . . . The Heart Waves of Charity held a salad bar luncheon, meeting, and card party in the Variety Club rooms, with 60 attending. . . . Charles Kosco, 20th Century-Fox branch manager, is back from his recent trip to Boston. . . . Carl Rindcen, manager, Shea's Buffalo, played host to more than 3,000 Carrier boys of The Buffalo Evening News at a special show.

Walter Michalski, former member of Shea's Buffalo orchestra, has been appointed assistant manager by Vincent R. McFaul. . . . Irving B. Schlossberg, Loew's New York office, was in visiting the Shea theatres. . . . Joe Bermel, former treasurer, Center, left for Texas to join the mechanized division of Uncle Sam's army. . . . Joe Leboworth, 20th Century-Fox exploiter, was in working with manager Ed Miller, Center, on "Follow The Sun."

Ed Meade, Shea Publicity director, and assistant Bill Carroll, were getting the full cooperation of the navy recruiting station for "You're In The Navy Now."

Abe Bernstein has been appointed publicity and exploitation representative of Buffalo and Albany territory by Metro succeeding Earl Evans, resigned.

The many local film friends of Ralph Maw, former MGM branch manager, will be sorry to hear that he is in the Hospital at Minneapolis. . . . Barbara Hartman, Columbia cashier, flew to Florida to visit her brother and rejoin her mother. . . . Gertrude Franklin, bookkeeper, 20th Century-Fox, resigned to take up residence in Miami, Fla. . . . Ermina Fairbairn replaces Gert Franklin as bookkeeper, 20th Century-Fox. . . . George and Lillian Sussman and son, Herb, returned from Miami Beach, Fla. . . . Angy Goodwin, former contract clerk, 20th Century-Fox is back pinch-hitting. . . . Florence Kiley, receptionist, 20th Century-Fox, left for Sacramento, Cal., to visit her nephew, William Usborn, on her annual vacation.

—M. G.



Loew's Theatres in the metropolitan, New York City, area in conjunction with U-I, recently devised an unusual promotion in connection with the neighborhood exhibition of U-I's "Frenchie" and "Tomahawk." The special float toured the boroughs occupied by pretty models.

Gloversville

Recent engagements of Clarabelle, popular TV clown, in the Schine houses here and Rochester, Buffalo, Syracuse, Oswego, Little Falls, Ilion, Herkimer, Auburn, Lockport, and Amsterdam, resulted in S.R.O. business at special early morning shows. Seymour L. Morris, Schine publicity department, reports the feature brought children into the theatres from three and four years of age up, and, in reality, created a new theatre audience for the houses. Door prizes, consisting of Clarabelle merchandise, were given away, and cooperation was received from all merchants selling the merchandise, which netted window displays and coop ads. Radio stations and NBC-TV stations also cooperated in publicizing the attraction.

Rochester

Jimmy Hayes, Strand, was freed in a "Bingo" arrest after the judge ruled that with films at regular prices and free cards given to some standees, the game did not constitute a violation. Other "Bingo" halls were planning to offer entertainment.

The Empire Drive-In installed new Simplex X-L heads. Both Gradon Hodges and Paul Field acquired Crosley station wagons for extra promotion. . . . Jerry Carter closed the Dixie on Wednesdays, and may decide to shutter the house for the summer.



An extensive national promotion campaign for Republic's "Fighting Coast Guard" recently was launched with the participation of stars Brian Donlevy, Forrest Tucker, and Ella Raines in a round of various activities in New York City. Seen at left is Miss Raines as she appeared on Cholly Knickerbocker's radio show. Donlevy is shown at center addressing the



Spar reunion, which figured prominently in the campaign. Former Coast Guard commander Jack Dempsey is pictured at the affair with Jim Munro and his wife, former Coast Guard lieutenant Edith Munro, who was cited for outstanding service, and whose son posthumously received the Congressional Medal. At far right is Steve Edwards, Republic ad-publicity head.





Aubrey Wisberg, producer, United Artists' "The Man From Planet X," recently visited Brandt's Mayfair, where the film had its New York premiere, and is seen meeting Irving Trencher, the manager.



Gordon MacRae, starred in Warners' "On Moonlight Bay," his wife, Sheila Stephens, and his mother are shown as they appeared on a recent "Luncheon at Sardi's" radio show in New York City.

Howard Carroll posted closing notices at the Capitol, but expected to run until May 22. . . . Alex Dunbar, veteran theatre man, works weekends at the Paramount. . . . Manager Anthony Rosato, Waring, admitted war mothers free on showing letters with a 'Frisco P.O. address during "A Yank in Korea," and gave prizes to those bringing the largest number of persons named Mike to "Three Guys Named Mike."

Gambling charges against manager James P. Hayes for his operating a "Bingo" game at the Strand were dismissed by City Judge James F. Sheehan, who ruled the game did not constitute a lottery.

Charles Horowitz, Schine personnel chief, visited theatres. . . . Manager Jerry Baker, RKO Palace, announced a Monday night quiz show.

—D. R.

Syracuse

Frank Goode, assistant manager, Loew's State, celebrated his birthday in Boston. . . . Kenneth Wilcox's son is improving from illness. . . . William Swortsfigure, RKO engineer, went back to work following many blood transfusions.

Eddie LaBadie is going in for big time photography, with Bill Maxon advising him to be sure to open the shutter for better results. . . . Max Rubin, manager, Schine's Palace, finds that an assistant is very useful since he is without one. . . . Sol Sorkin, manager, RKO-Keith's,

EYEING THE

Exchanges

NEW YORK—MGM booker Virginia Edelstein and print booker Estelle Mingle received quite a scare when their cab was involved in an accident. They suffered cuts and bruises. . . . George Smith was back. . . . Film inspectress Charlotte Cowan became a great-aunt. . . . The pretty new girl in the contract department is Leila Rodriguez.

U-I—Marilyn Boyet, typist, was married. . . . Marvin Friedlander was doing a good job substituting for the honeymooning Hank Feinstein. . . . Salesman Lou Greenfield finally got that new car.

MONOGRAM—Larry Downes will enter the service on May 14. . . . Switchboard operator Terry Testa was ill. . . . Jack Farkas was happy about his grandchild spending some time at his home. . . . Frances High was off on a short trip. . . . Secretary Ethel Israel trips over a cloud whenever she thinks of her new beau.

20TH CENTURY-FOX—Richard Miller, boxoffice statement department, is back

is sort of getting out of bounds when he visits Eastwood. . . . Mrs. Pat Harding, secretary in Harry Unterfort's office, lost her father recently. . . . Seymour Morris, Schine home office, was a recent visitor. . . . Mr. and Mrs. Gus Lampe, he's the general manager, Schine Theatres, returned from the California vacation and although Syracuse took Holy Cross in a recent football game, 13-6, Lampe is needed to bolster up the line with his coaching.

Mrs. Max Rubin and children, Kathy Lou and Mark, spent a weekend with her parents in Rochester. . . . Harry Unterfort, Schine zone manager, was having a grand time working on advance campaign for 20th-Fox's "Follow the Sun," contacting golf pros, radio and sports commentators, officers of the Syracuse Golf Association, PGA, and any one who knows a golf from a baseball. . . . Bill Graham, 20th-Fox publicity man, was in to visit Harry Unterfort.

—J. J. S.



Sol L. Sorkin, RKO Keith's, Syracuse, recently arranged this attractive lobby display to boost Warners' "Sugarfoot."

after that honeymoon. . . . Secretary Bess Allen and her husband, Alfred, will see "Guys and Dolls" to celebrate his birthday on May 14. . . . Anne Buchdahl is back with stories of her recent trip to Germany. . . . Henrietta Block, cashiers' department, is leaving. . . . Secretary Ann Jones will be accepting birthday congratulations on May 14.

UNITED ARTISTS—The office was saddened by the death of Buffalo office manager John Bykowski.

BOOKERS' BIOG—Jack Graver got his start in the industry with U-I. After working there for a short time, he switched to Monogram-Allied-Artists, where he has been a booker for the past three-and-one-half-years. He attended DeWitt Clinton High School, where he excelled at soccer. When Uncle Sam beckoned, he spent his time in the service in the air corps. He joined the Motion Picture Bookers Club two years ago. At present, he is serving a term as the second sergeant-at-arms. Good-looking, he has little difficulty in giving many of the girls heart trouble. However, up until now, none has been able to snare him.

RAMBLIN' 'ROUND — James Roche, booker, Prudential, left. . . . Selma Stahmer, film examiner, Bonded, said goodbye to her daughter, who went to live in Detroit with her new husband. . . . Pearl Yampolsky, RKO boxoffice statement department, is back after being out ill. . . . Favorite booker Gloria Korn is back after her honeymoon.

—ARNOLD FARBER



Pictured on the dais at the recent amusement industry luncheon at the Hotel Astor, New York City, on behalf of the Joint Defense Appeal campaign of Greater New York are, from left, Herman Robbins, National Screen Service president and chairman, JDA amusement division; Harry Brandt, president, Brandt Theatres, and chairman, JDA campaign cabinet; Richard Walsh, president, IATSE; George Dembow, National Screen Service vice-president, and Abe Schneider, vice-president-treasurer, Columbia.

NEWS OF THE

*Territory***Philadelphia
Crosstown**

Dick Pitts, COMPO editorial director, refuted some popular misconceptions about Hollywood, and did a generally praiseworthy job of institutional promotion for the industry in a brief talk at the annual spring luncheon of the Philadelphia Motion Picture Preview Group at the Hotel Warwick. In the absence of Mrs. Arthur Goldsmith, chairman, Mrs. Rose Loeb, vice-chairman, presided, and supervised the arrangements along with Mrs. Mildred H. Mullen, and Mrs. Alice R. Krull. A feature of the luncheon was a showing of hats created by Countess Valdes, wife of Jack Greenberg, prominent local industryite.

Lewen Pizor's 56th Street is to close permanently. . . . Norman Lewis' York reopened, completely refurbished.

Darren McGavin was in for radio, TV, and press interviews in advance of the opening of Robert Stillman's production for UA release, "Queen For A Day," S-W Mastbaum. He also appeared as a guest on the "Queen For A Day" coast-to-coast broadcasts originating from here. . . . The Frolic has been conveyed by the Frolic Amusement Company to Lena Fields for \$30,942.56, subject to a mortgage. The property is assessed at \$48,400.

Vine Street

At a meeting attended by all the personnel, Ulrik Smith, Paramount branch manager, inducted Herbert Gillis, sales manager, into the 100 per cent club. In his address, Smith outlined the qualifications needed to become a member of this club, and stated that Gillis filled the bill on every requirement. Checks were presented to Gillis and Ralph Garman, office-booking manager, as their share in the completed sales drives of the company. Smith, in a resume of the activities of the national sales convention, told his employees of the product to come from Paramount, and outlined what was expected from each to keep the industry and the company in the forefront.

Sam Diamond, 20th-Fox branch manager, attended a sales meeting at the Boston exchange, presided over by Andy Smith, distribution vice-president.

Mike Shulman, Lippert salesman, was hospitalized for observation. . . . Benny "American Film" Harris is handling a new eight-minute Metropolitan Insurance Company free one-reeler, "Cheers For Chubby." . . . Republic moved into new quarters at 246 North Clarion Street. . . . Abe Sunberg is now recuperating at his home, 5335 Knox Street, following quite a siege in the hospital. . . . John Golder, Jam Handy representative,

Drive-ins!

**BERLO'S A B C can
boost YOUR refreshment
sales to top percentage
per patron!**

**A. Berlo applies to YOUR operation
new ideas developed in ANY Berlo
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**B. Berlo sales help is trained and
supervised by experts.**

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stock and cash.**

**BERLO MERCHANDISING METHODS
ARE TODAY DELIVERING THE
HIGHEST PER-CAPITA SALES IN THE
AMUSEMENT BUSINESS.**



**WE CAN PROVE OUR STORY
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**Operators
of Major Park
Concessions**

Berlo is now operating all food
concessions at the mammoth
Cleveland Stadium — added
proof of Berlo's greater
effectiveness.

went on a trip to Oklahoma. . . . Nate Abelow, Exchange Finance Company, is justifiably proud of his son, William A., graduating from Jefferson Medical College next month as an M.D. He was also editor of The Clinic yearbook. . . . John Daly, Warner shipper, was back after illness, and so was Leila Rafter, Warner inspectress. . . . Myra Lukoff, 20th-Fox bookkeeping clerk spent a weekend in Washington D. C. . . . Mrs. Eleanore Krasne and Mrs. Virginia Owens, 20th-Fox contract clerks, both new brides, entertained the office girls at their homes. . . . Herman Margles returned to Vine Street from his southern vacation jaunt.

Sam Diamond, 20th-Fox branch manager, announced that a sales and booking drive is being conducted through June 30 in honor of general sales manager Andy Smith, Jr. During June, the branch is asking every exhibitor to play a subject every day, whether it be a short or feature, and Smith will be advised of every theatre so doing. Diamond says he knows that full cooperation can be expected from his many area friends.

Max Miller, UA publicist, celebrated another natal day.

Circuits
Stanley-Warner

Dominic Gezzi leaves the Cross Keys to become manager, Imperial, 60th, replacing Maurice Dovberg, who moves up to the Lindley. Elmer Risley, former Lindley manager, now goes to the Prin-

D. C. Bowling League

WASHINGTON, D. C. — RKO came through with top honors as the Film Row Bowling League wound up its season. Charlie Groff, Warners No. 2, staged an 11th-hour rally to win the high average prize, nosing out 20th-Fox's John O'Leary by seven pins after O'Leary had held the high average title throughout the season. Jimmy Collins, Warners No. 1, took strike honors, O'Leary tallied most spares, Al Folliard, RKO, won high set, and Cliff Reed, Warner No. 2, was high game winner. Prize winners of the women participants of the various teams were Pauline Struck, Republic, high average; Leona Weedon, 20th-Fox, spares; and Rita Kelly, U-I, high game.

Final standings are as follows:

Team	Won	Lost
RKO	54	36
20th-Fox	49	51
Warners No. 1	48	42
Warners No. 2	47	43
Republic	38	52
U-I	34	56

Individual leaders—60 games or more.

MEN		
Average		
Groff, Warn-2	107.7	
O'Leary, Fox	107.0	
Strikes		
J. Collins, Warn-1	42	
Groff, Warn-2	36	

cess as manager. . . . Dave Fishman is now manager, Lyric and Princess, Camden, N. J. . . . Ben Kaufman, former press agent and now with the Mutual Broadcasting System, was in working on "Queen for a Day."

Spares	
O'Leary, 20th-Fox	157
Smith, RKO	155
Set	
O'Leary, 20th-Fox	380
Groff, Warn-2	369
Folliard, RKO	367
Game	
Reed, Warn-2	163
Dillon, Warn-2	150
WOMEN	
Average	
Struck, Rep	97
L. Weedon, Warn-1	94
Strikes	
Struck, Rep	20
H. Collins, Warn-1	14
Spares	
Struck, Rep	120
L. Weedon, Warn-1	94
Set	
L. Weedon, Warn-1	332
Struck, Rep	325
Game	
L. Weedon, Warn-1	141
R. Kelly, U-I	131
Final Averages	
RKO	U-I
Bransfield	87
R. Collett	83
Miller	97
Folliard	96
Smith	103
Sullivan	99
L. Collett	86
WARNERS-1	WARNERS-2
Davis	97
H. Collins	98
J. Weedon	97
Long	106
J. Collins	107
20th-FOX	M. Rinis
L. Weedon	83
Goldschmidt	REPUBLIC
McDonald	Landgraf
Davidson	Jordan
O'Leary	McGee
Sichelman	W. Wilson
Kohler	Musselman
	Struck
	L. Wilson

Darren McGavin, who appears in "Queen for a Day," made the rounds of television and radio stations with press agent Jules Field and Harold Salenson, Robert Stillman office, New York. . . . Matt Cvetic, whose real life experiences were made into "I Was a Communist for the F.B.I.," was the guest and luncheon speaker of the Poor Richard Club. . . . Rumors are again flying that Jack Brodsky, purchasing agent, is on the verge.

District of Columbia
Washington

Among those attending the Variety Clubs International convention in Philadelphia are the following: Max Burka, Mr. and Mrs. Clark M. Davis, Jake Flax, Morton Gerber, Mr. and Mrs. Fred S. Kogod, Wade Pearson, and Mr. and Mrs. Frank Wolf, Jr.

Hal Marshall, Paramount exploiter, recently received an A. W. Schwalberg Merit Award.

An A. W. Schwalberg Merit Award was recently presented to Phil Isaacs, former division assistant, now branch manager, Paramount.

The local Paramount branch placed 10th in the recent "Golden Harvest Sales Contest," and sharing the cash prize are branch manager Albert Benson, now resigned, Herbert Thompson, John Bryan, Harry Valentine, George Kelly, Jack Howe, Robert Cunningham, Luther Buchanan, and Frederick VonLangen.

John C. Flinn, Allied Artists director of advertising and publicity, was in accompanied by Harry Goldstein, eastern exploitation representative, to set up the world premiere on "I Was An American Spy." Following the premiere, Goldstein

Welcome
VARIETY CLUBS INTERNATIONAL

Have Fun! And if you
have a minute to spare,
drop in and say Hello!



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HARRY
and

BEN BLUMBERG



will accompany Claire Phillips, upon whose career the picture is based, on a personal appearance tour.

MGM—An office celebration of Joe Adams' birthday took place with lavish portions of ice cream and cake.

20TH-FOX—Glenn Norris, branch head, and Ira Sichelman were in Boston for a meeting. . . . Morris Smalzbach, auditor, was in. . . . Shipping's Wendel Allen resigned to go with the government.

RKO—Another birthday celebration was that of Mrs. Helen Robertson. . . . Margaret Pryor, billing department, was ill after a fishing excursion. . . . R. J. Folliard, district manager, visited. . . . Joe Smith, night shipper, is convalescing after his operation.

PARAMOUNT—Two new members were added from ELC, Miss Alice Robrecht, accounting department, and Mrs. Betty Willie, booking.

NSS—Ray Trumbull and Jack Fruchman, were in. Trumbull was sporting a live ring tailed monkey on his shoulder. This monkey, named Chico, was purchased from a patron.

EQUITY—Charles Mendelson and Myron Mills visited New York City.

KAY—Harry Katz was in from Atlanta.

U-I—Mrs. Anna Donor, a secretary, resigned. . . . Miss Anna Barb was married to Walter Flemming. . . . Mike Kline, auditor, finished his work here.

THEATRE ADVERTISING—Ben Siegal's two youngsters went to the hospital for a tonsilectomy.

EXCHANGE—Mrs. Betty Hazel, shipping department, returned after being ill.

LOEW'S THEATRES—The East Coast premiere of "Go for Broke" was held here. Writer-director Robert Pirosh attended.

KEITH'S—The geisha girls mark five appearances. . . . Claire Phillips was in for "I Was An American Spy."

Dedication of the Carter Barron Amphitheatre in Rock Creek Park has been re-scheduled for May 25 to permit President Truman to personally pay his tribute to a former close associate in honoring the veteran Washington theatre executive and civic worker who died on Nov. 16. The announcement was made by Orville Crouch, executive committee chairman for the Dedication of the Carter Barron Amphitheatre. At the memorial dedication, a brief scene from the 1951 edition of "Faith of Our Fathers" will be presented. Starting on June 1, the second edition of the colorful drama, as recently reconstructed by Paul Green, the Pulitzer-prize author, will be shown nightly. The memorial dedication is being planned by a committee of Washington official and civic leaders, with cooperation of the National Capital Sesquicentennial Commission, Melvin D. Hildreth, executive vice-chairman. President Truman is chairman. Industry leaders who have accepted invitations to serve on

the national committee, headed by Secretary of the Interior Oscar L. Chapman and Nicholas M. Schenck, are Louis B. Mayer, Dore Schary, Barney Balaban, Harry M. Warner, Eric Johnston, Richard F. Walsh, Joyce O'Hara, Y. Frank Freeman, James C. Petrillo, and Colonel Blake Van Leer, president, Georgia Tech, and Marc J. Wolf.

Everywhere one looked one saw 16 Geisha Girls touring for "Tokyo File 212." They appeared on the RKO Keith stage. . . . Francis the mule, working for defense bonds, arrived in connection with the drive.

Edmund Grainger was in in the interests of "Flying Leathernecks." He discussed "Flying Leathernecks," drama in Technicolor, in conferences with General Glifton B. Cates, commandant, U. S. Marine Corps, and Brigadier General Clayton C. Jerome, director, Marine Aviation. Details of elaborate key-city premieres, starting on July 4.

Grainger also conferred with Senator Estes Kefauver in connection with "The Racket."

Abram F. Myers, Allied States Association general counsel, was asked to testify before a House Judiciary subcommittee on a proposed bill to set up a uniform six-year Federal statute of limitations on private treble damage anti-trust suits.

An anti-trust suit against two theatre-owning film salesmen, Charles Wingfield and F. B. Klein, stands after U. S. District Court Judge Matthews denied

a motion to dismiss an action brought by the Center, Centerville, Md., against the exhibitors as well as against Paramount, 20th-Fox, RKO, and Columbia. The distributors settled out of court by giving equal availability to five towns on the Eastern Shore of Maryland. Wingate, a Columbia salesman, and Klein, a 20th-Fox salesman, operators of theatres in Church Hill and Chestertown, Md., then moved for dismissal of the action against them, but Judge Matthews denied the motion.

Delaware

Dover

The State Senate defeated a bill to ban television in motor vehicles.

Wilmington

Paramount Decorating Company, Philadelphia, is getting set to do the decorating at the new theatre John C. Hopkins is building, the Marion Anderson.

Best estimate on the opening of the new Kerry Drive-In is week of May 13, according to Bill Russell, manager. . . . G. Park Weaver's Ace Young Timers Club mailed out a four-page newspaper in addition to theatre program for May to more than 1,000 members. Benjamin Shindler, manager, praised the community service work. . . . Four birthdays in five days were celebrated at the Earle, New Castle. . . . Dick Edge, manager, Pike, Claymont, was to attend the Hallmark meeting in Cincinnati.

—HENRY L. SHOLLY

Welcome Barkers,

WHILE YOU ARE HERE

COME IN AND VISIT WITH THE BOYS

at

NATIONAL THEATRE SUPPLY

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The WASHINGTON TERRITORY'S

**FIRST
BIG SCREEN
THEATRE
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is

NOW BEING INSTALLED

at

KEITH'S THEATRE

WASHINGTON

IN TELEVISION

AS IN SOUND

AND PROJECTION

R. C. A.

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Vinyl Coated

Will not crack or peel—

All colors—Write for samples and prices.

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BOX 88

EXHIBITOR, 246-48 N. Clarion Street, Phila. 7, Pa.

**Maryland
Baltimore**

Among those attending the Variety Clubs International convention in Philadelphia are the following: W. Spaulding Albert, Mr. and Mrs. Morris A. Baker, Rodney H. Collier, Mr. and Mrs. Sidney Cowen, Lauritz Garman, Mr. and Mrs. Harry Goldberg, Mr. and Mrs. E. F. Perotka, Mr. and Mrs. Meyer Rendelman, Mr. and Mrs. Fred Sapperstein, Mr. and Mrs. Louis Shecter, Mr. and Mrs. Samuel Tabor, Mr. and Mrs. Louis Tunick, and Mr. and Mrs. Joseph Walderman.

EXHIBITOR correspondent J. M. Shellman was operated upon for a ruptured ulcer. He will resume his work as soon as possible.

Cumberland

Gil Kauffman, manager, teamed Darnell's Embassy with WCUM and the Speelman Ice Cream Company on the "Kiddie Quiz" programs, broadcast from the theatre's stage for on-half hour. . . . On stage at Schine's Liberty was the first presentation of two geisha girl units touring on behalf of "Tokyo File 212."

**New Jersey
Medford**

The Medford changed hands recently. Allied Buying and Booking Service is handling that end of the operation.

**Pennsylvania
Bernville**

Bernville, home of the Community, of which State Senator Frank W. Ruth, pastor of five Reformed churches in that area, is manager, has seen the light in connection with its amusement tax. For several years the school board has collected its amusements tax only on movie-goers. Now the board has widened its tax scope by including commercial "Bingo" games and bowling parlor games.

Harrisburg

"Woody" Woodward is a new aide at the Hill, Camp Hill, Pa., replacing John Pines.

Pottsville

Curtis Homnick, manager, Capitol, was guest of honor at a birthday party. . . . The Capitol conducted a contest for the funniest slogan based on "Up Front."

Reading

The Plaza Theatre, closed recently except on Saturdays and Sundays, is now dark on those days also. The house, seating about 1,200, was renovated two years ago. The Plaza closing reduces the number of active theatres in Reading, 20 or more two decades ago, to 13. This does

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) May 16, 11, "Pandora and the Flying Dutchman" (Ava Gardner, James Mason, Nigel Patrick) (Technicolor).

RKO (250 N. 13th) May 21, 2:30, "Hard, Fast and Beautiful" (Claire Trevor, Robert Clarke, Sally Forrest).

WARNERS (230 N. 13th) May 16, 2:30, "Inside the Walls of Folsom Prison" (David Brian, Steve Cochran, Joan Wrae).

not include the Rajah, 2,100-seater owned and operated by the Mystic Shriners, but which is now dark.

Theatre realty owners are in line for bad news from the Reading School District office. The school tax rate for the year starting on July 1, after several increases in recent years, is to get another boost, from 19 mills to 20. . . . The duPont nylon interests, gave a private showing of "The duPont Story," in the Plaza, and the same film was shown free to the public in the Warner.

Larry Levy, manager, Loew's, placed a flock of tieups with big display advertisers in the Reading newspapers for "Father's Little Dividend."

**Virginia
Richmond**

William F. Crockett, Virginia Beach, Virginia MPTA president, was operated on recently in Memorial Hospital, New York City.

EXHIBITOR area correspondent Stewart Tucker, was vacationing in New Orleans, and was headed toward Florida.

**West Virginia
Keyser**

Dave Baker's Air Park opened with two free shows. He is employing auto bumper snipes to advertise his theatre. They are installed by field attendants while the patrons are enjoying the show. Baker said that nine out of ten don't object to the practice.

Olin R. Thrush, owner-manager, Liberty, spotted a number of NSS's new "Displayaways" in downtown establishments. Former projectionist Dale Stark, now seeing active duty with the army, wrote.

**Variety Club
Tent 13, Philadelphia**

A large number of local barkers were expected to attend the 15th annual convention of Variety Clubs International. The list of registrants was incomplete at press time, but full details will be found in the next issue of EXHIBITOR.

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

COLUMBIA

Her First Romance (358) COMEDY DRAMA 73M.

ESTIMATE: Okeh entry for the duallers. CAST: Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt, Sharyn Moffett, Ann Doran, Elinor Donahue, Arthur Space, Lloyd Corrigan. Directed by Seymour Friedman.

STORY: Margaret O'Brien and Elinor Donahue are rivals for Allen Martin, Jr. When O'Brien learns that Donahue and Martin are going to spend the summer at the same camp, she persuades her parents to let her and brother Jimmy Hunt attend. Highlight of the camp season is the Mardi Gras, where a boy is made king, and is allowed to select his queen. When Martin, who wants to build a boat slide as his project, needs money for lumber, O'Brien agrees to get it for him. She and Hunt get into their father's ice plant, and take money from the safe. They accidentally set off the alarm, and take a piece of paper vital to their father's business. The slide is built, and O'Brien's parents come up for the Mardi Gras. O'Brien then learns that her father will lose his business if the paper isn't found. After a hectic search it is recovered, and she admits her guilt. Her father gives her a stern lecture, and when Martin wants to crown her queen she says she can't accept. Martin asks her to go steady but O'Brien already has her eyes on a handsome new boy.

X-RAY: O'Brien's first entry in some time this one is aimed at the Saturday matinee crowd, and using a routine story full of teen-age complications the ice cream soda set should find this satisfactory. O'Brien fans may be surprised at her lively performance, including a snappy Charleston. The screen play is by Albert Mannheimer.

TIP ON BIDDING: Lower bracket.

AD LINES: "Delightful As A Spring Morning"; "Margaret O'Brien Comes Face To Face With Love"; "The Boys Have Margaret O'Brien Sighing In 'Her First Romance'."

Santa Fe (330) OUTDOOR MELODRAMA 87½M.

(Color by Technicolor)

ESTIMATE: Good outdoor show.

CAST: Randolph Scott, Janis Carter, Jerome Courtland, Peter Thompson, John Archer, Warner Anderson, Roy Roberts, Billy House, Olin Howlin, Allene Roberts, Jock O'Mahoney, Harry Cording, Sven Hugo Borg, Frank Ferguson, Irving Pichel, Harry Tyler, Chief Thundercloud, Paul E. Burns. Produced by Harry Joe Brown; directed by Irving Pichel.

STORY: Brothers Randolph Scott, John Archer, Peter Thompson, and Jerome Courtland ride west after the end of the Civil War; but only Scott accepts defeat gracefully. They get into a fight with Union soldiers, and one is shot. The brothers hop a train loaded with men heading west to extend the railroad. Scott signs on to work under chief construction engineer Warner Anderson, but the other three refuse, and join Roy Roberts, who follows the train with a gambling, drinking, setup. Also working for Anderson is Janis Carter, widow of a Union officer, who is bitter towards the ex-Confederate officer but as she works with Scott, they become friendly. The railroad is beset with difficulties including robberies in which Scott's brothers are involved. Roberts and Scott's brothers try another payroll robbery, but they are killed, and Scott kills Roberts after a struggle. Scott leaves for other territories, and Carter plans to follow.

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SECTION TWO
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X-RAY: Packed with all the angles usually found in outdoor action entries, fist fights, gun play, riding, and Technicolor, this should please the fans who go for this type of entry. The cast gives a good account of itself in the by now familiar roles although Carter isn't seen much. The direction and production are okeh and the color should be a helpful factor. The screen play is by Kenneth Gamet, based on a novel by James Marshall and a story by Louis Stevens.

TIP ON BIDDING: Fair program price.

AD LINES: "A Rip-Roaring Tale Of How The Railroads Of The West Were Built"; "They Had To Fight Indians, Outlaws, Time, And The Weather"; "A Fast Moving Tale Of The West."

Smuggler's Gold (315) MELODRAMA 63M.

ESTIMATE: For the lower half.

CAST: Cameron Mitchell, Amanda Blake, Carl Benton Reid, Peter Thompson, William Phillips, William Forrest, Robert Williams, Harlan Warde, Al Hill, Paul Campbell. Produced by Milton Feldman; directed by William Berke.

STORY: Carl Benton Reid, who operates an equipment store and fishing boat as a blind for a gold smuggling racket, keeps this secret from his niece, Amanda Blake, engaged to Cameron Mitchell, deep-sea diver. Mitchell knocks out a member of the crew of the fishing boat whom he catches trying to steal gold from Reid's storeroom. Reid kills the crewman, and tells Mitchell that he died as a result of their battle. Mitchell takes the dead man's place on Reid's boat, and postpones his marriage to Blake. Mitchell learns the real purpose of the fishing boat but doesn't notify the authorities as Reid holds the murder rap over his head, and forces Mitchell to dive for smuggled gold. Blake, warned by Mitchell, notifies the coast guard, who round up the smugglers, and rescue Mitchell, whom Reid had abandoned under water.

X-RAY: Although this meller has plenty of action, it lacks names of marquee strength, and, with the exception of interesting location shots, is routine. It's dualler fare all the way. The screen play is by Daniel Ullman, from a story by Al Martin.

TIP ON BIDDING: Lowest bracket.

AD LINES: "Stolen Gold On The Ocean Floor"; "Action Under The Sea"; "White-Hot Excitement."

CAST: Hugh Beaumont, Edward Brophy, Richard Travis, Tom Neal, Pamela Blake, Virginia Dale, Ralph Sanford, Paula Drew, Jack Reitzen, Edward Clark, Richard Monahan, Don Garner. Produced and directed by William Berke.

STORY: Private detective Hugh Beaumont, hired by Virginia Dale to bid for a saxophone case at auction, is knocked out by Ralph Sanford, who makes off with the case. Beaumont later learns that Dale and Sanford are competitors in a smuggling racket, and that someone has booked a reservation on a plane for Mexico in his name. At the airport, he finds Dale with the saxophone case. She holds him off with a gun. Sanford arrives, and fights with Beaumont, and their takeoff is delayed until police lieutenant Richard Travis and men arrive, and arrest Dale and Sanford, with smuggled gems found in the saxophone case. Later, Tom Neal hires Beaumont to take Pamela Blake to a yacht party. They find the yacht deserted, and just as Blake embraces Beaumont, Neal takes a photograph. When Blake's husband is found murdered, Beaumont is accused of the crime, blackmailed by the photo. Beaumont learns Neal and Paula Drew, the murdered man's niece, are preparing to elope. Confronting them at Neal's apartment, Beaumont learns the murder was arranged by Blake and Neal to get her husband's money, but that Neal's plan to wed Drew was Neal's own plot to gain full possession of the estate. Blake kills Neal in a rage just as police lieutenant Travis and his men arrive, and Blake is arrested.

X-RAY: A combination of two stories, this will fit into the lower half. The cast is adequate, the San Francisco locale is interesting, and there are moments of suspense. The screen play is by Julian Harmon, based on stories by Louis Morheim and Herbert Margolis.

AD LINES: "When You Deal With Dames You Are In The 'Danger Zone'"; "Soft Shoulders And Fast Curves Placed Her In The 'Danger Zone'"; "Mystery, Suspense, And Action As The Screen Introduces A New Private Detective."

MGM

Home Town Story (128)

DRAMA
61M.

ESTIMATE: Routine lower half offering.

CAST: Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr., Donald Crisp, Melinda McEvoy, Barbara Brown, Marilyn Monroe. Produced and directed by Arthur Pierson.

LIPPERT

Danger Zone (5017)

MELODRAMA
56M.

ESTIMATE: For the lower half.

STORY: Defeated for a second term as State Senator embittered Jeffrey Lynn returns to his home town to resume editorship of the town newspaper, convinced that big business interests caused his defeat. Against the advice of Alan Hale, Jr., a reporter on the paper, Lynn starts running editorials strongly attacking all large concerns in the area. Lynn's fiancée, Marjorie Reynolds, waiting for him for seven years, also attempts to get him to stop. When large manufacturer Donald Crisp, whose son replaced Lynn in the Senate, tries to show him the virtues of big business, Lynn asks him to leave. Reynolds, a teacher, takes her class on a field trip, and Lynn's sister, Melinda McElvoy, gets trapped in an old mine shaft. Immediately, rescue operations begin, with bull dozers being sent, a doctor, and an ambulance. Crisp offers his private plane to get the injured child to the hospital in time for the needed emergency operation. Lynn suddenly realizes that it was big business that made it possible for the communication, transportation, and equipment to be there when it was needed, and ends his crusade against business.

X-RAY: This is filler for the lower half. Whether it is also entertainment will be questioned by some. The viewpoints expressed in the film may coincide with those of many patrons but there will probably be just as many who will differ. The screen play is by Arthur Pierson.

TIP ON BIDDING: Lowest bracket.

AD LINES: "A Picture That Will Make You Glad You Are An American"; "This Is Flag Waving, And We Are Proud Of It"; "Jeffrey Lynn And Marjorie Reynolds In A Film You'll Want To See."

MONOGRAM

According To Mrs. Hoyle MELODRAMA
(5122) 60M.

ESTIMATE: Fair programmer for the duallers.

CAST: Spring Byington, Brett King, Tanis Chandler, Anthony Caruso, Robert Karnes, Paul Bryar, Charles Williams, Wilbur Mack, Harry Lauter, Stephen Chase, Tristram Coffin, Michael Whalen, Leander de Cordova, James Flavin, Rory Mallinson, Don Harvey. Produced by Barney Gerard; directed by Jean Yarbrough.

STORY: Retired school teacher Spring Byington resides at a second-rate hotel. When reformed gangster Anthony Caruso buys the place, he evicts many guests, but Byington convinces him that she and dance hall girl Tanis Chandler should stay. Byington's good influence is felt by Caruso and all of his gang, except Robert Karnes, who, in defiance of Caruso's orders to go straight, stages a robbery, and then hides the money in Byington's room. Karnes is later killed by police, and his accomplice, Brett King, is wounded. Byington is arrested when the money is found in her room along with some stolen jewelry. When it is learned the jewelry was given to Byington by her husband, who, unknown to her, died in prison, charges are dropped. When King is brought to trial he inadvertently identifies himself as Byington's son of whom Byington hadn't been aware. She tells King that Chandler will be waiting for him when he pays his debt to society.

X-RAY: Well-suited as a twin-bill entry is this rather different melodrama that combines elements of humor, action, romance, and drama in good balance. Performances are competent, with Byington a standout. The screen play is W. Scott Darling and Barney Gerard, adapted from a novelette in Good Housekeeping magazine by Jean Z. Owen.

AD LINES: "A Retired School Marm Reforms A Gang Of Thieves"; "Was There A Secret Bond Between The Teacher And The Gangsters?"; "A Poignant Drama."

PARAMOUNT

Ace In The Hole MELODRAMA
(5023) 112M.

ESTIMATE: High rating.

CAST: Kirk Douglas, Jan Sterling, Bob Arthur, Porter Hall, Frank Cady, Richard Benedict, Ray Teal, Lewis Martin, John Berkes, Frances Dominguez, Gene Evans, Frank Jaquet, Harry Harvey, Bob Bumpas, Geraldine Hall, Richard Gaines. Produced and directed by Billy Wilder.

STORY: Kirk Douglas, veteran newspaperman with no ethics, winds up in Albuquerque, N. M., and takes a job on a newspaper run by conscientious editor Porter Hall. Douglas hopes for a hot story to get him back in the big time, so when he learns that Richard Benedict, owner of a roadside curio shop, has been pinned under some rocks in a nearby cave, Douglas gets into action. Instead of getting help, and rescuing Benedict within a few hours, he decides to build up the episode into a national story, and makes a deal with crooked sheriff Ray Teal so that drilling to Benedict is from above, taking much longer. People come in by the thousands, the shop flourishes, and a carnival atmosphere prevails. Jan Sterling, Benedict's discontented wife, falls for Douglas, who sells his story exclusively to an eastern daily. Hall guesses what is up, and tells Douglas off. Finally, when the case is reaching its peak, Douglas decides to get Benedict out. However, it is too late, and Benedict dies. During an argument with Douglas, Sterling stabs him. Douglas tells the people that Benedict is dead, and then dies himself.

X-RAY: A terse melodrama with plenty of sock, this is a credit to producer-director Billy Wilder. A rugged production, realistic, and well paced, it is filled with the selling angles that make for potent boxoffice, and it can stand plenty of merchandising. The story of a ruthless newspaperman, it is a film that will have the critics praising it, and word-of-mouth should be good, also. Douglas turns in an ace performance, with Sterling also doing an able job. While these are the only names for the marquee, the casting is admirable, and the story by Wilder, Lesser Samuels, and Walter Newman gives the players full opportunity. In short, this is a show that is meritorious on many counts. The selling job to be done should be well worth it.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Story Of A Ruthless Newspaperman"; "He Wanted Nothing But Success... Not Even The Wife Of The Man He Murdered"; "Kirk Douglas... Jan Sterling... In The Year's Most Sensational Melodrama."

RKO

Best Of The Bad Men OUTDOOR
(176) MELODRAMA 83M.

(Color by Technicolor)

ESTIMATE: Fast moving outdoor show.

CAST: Robert Ryan, Claire Trevor, Bruce Cabot, Jack Beutel, Robert Preston, Barton MacLane, Walter Brennan, John Archer, Laurence Tierney, Tom Tyler, Bob Wilke, John Cliff, Lee MacGregor, Emmett Lynn, Carleton Young. Produced

by Herman Schlom; directed by William D. Russell.

STORY: When the Civil War ends, some Confederate men who rode with Quantrell's raiders are apprehended by a group of Union soldiers commanded by colonel Robert Ryan, who offers them their freedom when they promise to swear allegiance to the government. The men, consisting of the James brothers, the Younger brothers, and other outlaws, have a price on their heads. Robert Preston, head of a detective agency, tries to take them from Ryan, a fight starts, and Ryan kills a Preston man. Since Ryan had been mustered out three weeks before, he is held for murder, and sentenced to hang, but escapes with the help of Claire Trevor, Preston's wife. Ryan, shot, manages to elude capture until Preston's men get him; but the outlaws, including Bruce Cabot, Walter Brennan, Jack Beutel, John Archer, Laurence Tierney, Bob Wilke, and John Cliff, rescue him. At the outlaws' hideout, Ryan finds Trevor, whose identity he keeps a secret. Ryan makes a deal with the outlaws to rob banks protected by Preston, and thus ruin him. They are successful until a train holdup is set. Archer, who has been defeated by Ryan in a fight, tips off Preston, and the outlaws are routed. In the final showdown, after Preston had apprehended Trevor, who has been wounded, Preston is killed, and his men defeated. Ryan gets away with Trevor, Brennan, and Beutel, and decides to give himself up to the law while Brennan and Beutel ride off.

X-RAY: In the usual western groove, but with name values and Technicolor to help, this rates with the better outdoor shows. The story is familiar, what with the James, Youngers, etc., on hand, but the script keeps things moving along so the action addicts will be satisfied. Performances are adequate, considering the standard story, which is punctuated as needed by fighting, shooting, and riding. The yarn was written by Robert Hardy Andrews.

TIP ON BIDDING: Good program price.

AD LINES: "Men With A Price On Their Heads"; "Best Of The Badmen... Knowing No Law"; "She Had To Choose Between Her Husband And The Man She Respected."

Jungle Headhunters TRAVELOGUE
(177) 66M.

(Print by Technicolor)

ESTIMATE: Colorful jungle travel compilation will fit into the duallers.

CAST: Made in the course of the Lewis Cotlow Amazon expeditions. Produced by Julian Lesser.

STORY: This is the film record of the third Lewis Cotlow Amazon expedition in search of the secrets of the Jivaros, headhunter tribe near the Andes in South America. The trip starts at Belem, and includes a study of the Bororos and the Yaguas, a detour over the Andes, and then the Jivaros, with shots of natives, snakes, crocodiles, ferocious man-eating fish, etc. The explorer finds the Jivaros, and watches a victorious warrior shrinking his victim's head.

X-RAY: In the usual travel tradition, this is strictly for the duallers or for spots which can go all-out with this type of film. The show follows the accepted pattern, with the commentator building up the suspense as needed. The color print adds to the interest, with photography good, on the whole. Shots of animals, wild life, scenery, etc., should be interesting to anyone, and while the complete head shrinking routine isn't included, there is enough of it to satisfy the curious. This was written by Joseph Ansen and Larry Lansburgh.

TIP ON BIDDING: Low bracket.

AD LINES: "Never Seen Before... The Secrets Of 'Jungle Headhunters'"; "See For Yourself The Most Savage Tribe In

South America"; "Never Thrills Like These."

REPUBLIC

Fighting Coast Guard (5010) ACTION DRAMA 88M.

ESTIMATE: Military show has plenty of selling angles.

CAST: Forrest Tucker, Ella Raines, Brian Donlevy, John Russell, Richard Jaeckel, William Murphy, Martin Milner, Steve Brodie, Hugh O'Brian, Tom Powers, Jack Pennick, Olin Howlin, Damian O'Flynn, Morris Ankrum, James Flavin, Roy Roberts, Sandra Spence, Eric Pedersen, Sons of the Pioneers. Associate-producer-director, James Kane.

STORY: Before Pearl Harbor, Forrest Tucker works at a shipyard where coast guard officer Brian Donlevy is attached. Donlevy and Tucker don't get along because of a mutual interest in riveter Ella Raines, daughter of an admiral. War is declared and Donlevy goes back into active service as head of the Coast Guard training station, asking men from the shipyard to volunteer. Tucker goes in only because he believes that otherwise Donlevy will see to it that he is drafted. At the training academy, where Tucker and others are being groomed for officers' posts, Tucker pulls a boner. Because of John Russell's arguments, the other trainees believe Tucker is incompetent. Everyone is graduated except Tucker. Later, he becomes a boatswain's mate. The group sees action, and Tucker learns that Russell, who hates him, was his real enemy. The war progresses in the Pacific and Tucker proves his bravery. Eventually, he gets an officer's appointment, and clinches with Raines.

X-RAY: This has the military angles, the coast guard lustre, and plenty of action, but it doesn't hit the mark of other superior Republic war shows. The story is routine as are the performances, but interest is heightened by use of actual war shots, and while the yarn is familiar, it never gets in the way of the action. Selling this as a story of the coast guard, with the World War II angles, should help at the boxoffice. The story was written by Charles Marquis Warren. Songs heard include: "Semper Paratus", "I Love The Prairie Country", and "Home On The Range."

AD LINES: "They Guard The Sea Lanes In Peace And War"; "The Story Of Fighting Men"; "For The First Time . . . The Heroic Coast Guard . . . Their Gallant Story."

UNITED ARTISTS

Fabiola HISTORICAL MELODRAMA 96M.

(Levey)

(Italian-made) (English dialogue)

ESTIMATE: Spectacle of Christianity's early days is packed with selling angles.

CAST: Michele Morgan, Henri Vidal, Michel Simon, Gino Cervi, Eliza Cegani, Massimo Gerotti, Louis Salou. Presented by Jules Levey; directed by Alessandro Blasetti.

STORY: In 313 A. D., Roman Emperor Constantine I rules with a liberal hand but is opposed by politicians who wish no changes, and who seek to make the Christians the scapegoats. The Emperor hires gladiator Henri Vidal to report on conditions to wealthy Senator Michel Simon, whose daughter is Michele Morgan. Vidal falls in love with her. Simon wants to free all the slaves, but the other Senators, led by Louis Salou, have him mur-

dered, and the Christians are blamed. They are rounded up, and, at their trial, Vidal argues for them. Morgan, confused, hastens the Christians' and Vidal's doom by her statements. The Christians are sentenced to death, and Morgan is converted to Christianity. She awaits the end in the Coliseum, where Vidal fights without arms against the gladiators, after many of the Christians have been tortured and killed by wild lions. Vidal defeats the gladiators, but is wounded, and Morgan rushes to his side. As their end seems near, many of the gladiators refuse to kill Vidal, and then the legions of Constantine arrive, saving the day.

X-RAY: Based on the story by Nicholas Wiseman, this production, made in Italy, with American dialogue dubbed in, is a film that has to be sold as a spectacle. Its marquee value, aside from Morgan, are nil, but there are scenes that should attract any type of audience. While it is obvious that this has been edited down quite a bit, it retains a gigantic Coliseum scene that should have most of the customers talking, and the production, with thousands in some scenes, represents a huge undertaking. The religious angles should make for good tieups, and since pictures of this kind have been successful in the past, there is reason to believe that with the proper type of merchandising, this could account for itself. However, it needs plenty of work.

TIP ON BIDDING: Fair program price.

AD LINES: "One Of The Great Films Of All Time"; "Fabiola . . . Sorceress Or Woman . . . She Helped Change History"; "She Was A Goddess To Him . . . Until She Found Herself In His Arms."

New Mexico OUTDOOR MELODRAMA 78M.

(Allen)

(Ansco color)

ESTIMATE: Colorful outdoor show has plenty of selling angles.

CAST: Lew Ayres, Marilyn Maxwell, Robert Hutton, Peter Price, Andy Devine, Raymond Burr, Jeff Corey, Lloyd Corrigan, Verna Felton, Ted de Corsia, John Hoyt, Donald Buka, Robert Osterlich, Ian MacDonald, Bill Tannen, Arthur Loew, Jr., Bob Duncan, Jack Kelly. Produced by Irving Allen; directed by Irving Reis.

STORY: When Abraham Lincoln is killed, the treaty with Indian chieftain Ted de Corsia is voided by crooked men, and when some of Indians are killed, he is to start an Indian war. Captain Lew Ayres, with volunteers to head him off, arrive at a rock formation held sacred by the Indians, and are surrounded by de Corsia after rescuing entertainer Marilyn Maxwell, her manager Verna Felton, and crooked Indian Affairs Commissioner Lloyd Corrigan. De Corsia offers to let them go but Ayres is determined to remain unless de Corsia surrenders. De Corsia's son, Peter Price, is found, and leads Maxwell to an underground water and gun cache. The Indians attack, and Ayres is seriously wounded. He is determined to set off the ammunition supply, and tells Maxwell to take Price, and leave. De Corsia, fatally wounded, and Ayres perish in the blast, and Maxwell and Price survive.

X-RAY: This frontier drama, packed with selling angles, has some good action sequences, suspense, and an interest-holding yarn for the most part. The color enhances the effort, which certainly can be sold with exploitation effort. The players are competent, and the direction and production good. The original screen play is by Max Trell. One song by Maxwell is "Soldier, Soldier, Won't You Marry Me."

TIP ON BIDDING: Fair program price.

AD LINES: "Lew Ayres And Marilyn Maxwell Co-Star In An Adventure-Packed Frontier Drama"; "A Thrilling Arrow-Streaked Adventure Film"; "Indians Versus The U. S. Cavalry."

The Prowler

MELODRAMA 92M.

(Eagle)

ESTIMATE: Adult melodrama will need plenty of push.

CAST: Van Heflin, Evelyn Keyes, John Maxwell, Katherine Warren, Emerson Treacy, Madge Blake, Wheaton Chambers, Robert Osterloh, Sherry Hall, Louise Lorimer. Produced by S. P. Eagle; directed by Joseph Losey.

STORY: Policeman Van Heflin, once a big shot in high school but now frustrated as the result of his belief that his luck is always bad, answers a call to the home of Evelyn Keyes, who imagines she saw prowlers. This leads to an affair between Heflin and Keyes, who is married to an elderly radio commentator, Sherry Hall, but because of the latter's impotency, they have no children. Keyes falls for Heflin. Her husband won't give her a divorce, so Heflin sets things up so that in answering another call about prowlers, he kills the husband. An inquest exonerates him, and Heflin even convinces Keyes it was an accident. They marry, and, with her money, buy a motor court. When Keyes tells him on their wedding night that she is carrying his child, Heflin figures that its birth will reveal their affair, and that an investigation will prove his guilt. When the baby is due, Heflin and Keyes drive to a ghost town, where Heflin is to deliver the child alone. He gets panicky, and calls a doctor, who escapes with the child after the babe is born, and informs the police. The law pursues Heflin, and kills him as Keyes, who had tipped off the doctor because she realized Heflin was a murderer, watches.

X-RAY: Adult, and questionable entertainment, this combines murder, illicit love, and some phases of pregnancy into a film that a lot of patrons won't find pleasant. While Heflin and Keyes are competent, the story is such a combination of vice and crime that few will find it entertainment, and the word-of-mouth certainly won't help. The fault rests in the script, and although there is much suspense, the overall picture is unpleasant. Where this can be sold, it may attract attention. For family audiences, it certainly can't. The screen play is by Hugo Butler, based on a story by Robert Thoeren and Hans Wilhelm. There is one original song, "Baby." Legion of Decency: "B."

TIP ON BIDDING: Low bracket.

AD LINES: "He Would Murder For Love And Money . . . Van Heflin In 'The Prowler'"; "She Gave Up Everything For The Love Of A Killer"; "See This Absorbing Story Of A Woman Who Married The Man Who Killed Her Husband."

Oliver Twist

MELODRAMA 105M.

(ELC)

(English-made)

ESTIMATE: Import may have appeal in some spots.

CAST: Robert Newton, Alec Guinness, Kay Walsh, Francis L. Sullivan, Henry Stephenson, Mary Clare, John Howard Davies, Josephine Stuart, Anthony Newley. Produced by Ronald Neame; directed by David Lean.

STORY: A woman arrives at a workhouse, and dies after giving birth to a son. Francis L. Sullivan names the lad, and has him brought up in the workhouse. When the boy, John Howard Davies, is nine, he is sent to work for a casket maker. Although treated badly, Davies doesn't mind until fun is made of his mother, and then he runs away to London where he is picked up by Anthony Newley, who takes him to Alec Guinness, who runs a school for pickpockets. Davies is arrested when they attempt to rob Henry Stephenson, who takes him to his home. Guinness and

his associate, Robert Newton, are determined to get Davies back for fear he'll tell what he knows. They recapture him, but Newton's wife, Kay Walsh, feels sorry for the boy, and goes to Stephenson whereupon Newton kills her. The police quickly get on Newton's trail, Guinness is captured, and Newton is killed. Investigation proves that Davies is Stephenson's grandchild.

X-RAY: This English version of the Charles Dickens classic has been preceded by plenty of trade publicity which will probably influence its bookings, but aside from this the film has considerable merit, for some houses. It has been considerably edited in view of protests against the original version, and what remains is a well-made import, with high rating performances and names that may appeal to class house audiences and art spots. Camera work is especially good, and production all-around is okeh. However, the bookings, considering its background and that it is an import, will depend on the individual situation. The screen play is by David Lean and Stanley Hayman.

TIP ON BIDDING: Program price.

AD LINES: "You'll Agree It Was Worth Waiting For . . . See 'Oliver Twist'"; "The Magic Of The Screen Captures The Warmth, Violence, And Passions Of The Famous Dickens Classic"; "'Oliver Twist' . . . A Great Film."

WARNERS

Along The Great Divide (025)

WESTERN
DRAMA
88M.

ESTIMATE: Names should help make the difference.

CAST: Kirk Douglas, Virginia Mayo, John Agar, Walter Brennan, Ray Teal, Hugh Sanders, Morris Ankrum, James Anderson. Produced by Anthony Veiller; directed by Raoul Walsh.

STORY: U. S. Marshal Kirk Douglas and his two deputies, John Agar and Ray Teal, save Walter Brennan, accused of killing the favorite son of rancher Morris Ankrum, from lynching. Douglas and prisoner decide to stay at Brennan's house until morning but are shot at by Brennan's daughter, Virginia Mayo. Douglas decides to take a route across the desert to escape an ambush, and when Brennan starts singing an old song, Douglas turns on him. He later tells Mayo that it reminded him of his father, who was killed when Douglas didn't accompany him on a similar trip. In a battle with Ankrum, Agar is killed but Ankrum's younger son, James Anderson, is captured, and used for hostage. With the water gone, Teal breaks, and Douglas has to tie him up. When Douglas' horse falls, and Teal tries to kill him, Brennan shoots him. The group finally reach the town, and Brennan is found guilty. Just before the hanging, Douglas proves that Anderson killed his brother because of jealousy. Anderson shoots Ankrum, and, in a chase, Douglas kills Anderson.

X-RAY: Depending more on character studies than action, this suffers from a weak script. However, good direction and fine outdoor photography give some assistance, and Douglas heads up a cast that has some name power to help draw. The screen play is by Walter Doniger and Lewis Meltzer.

TIP ON BIDDING: Program price.

AD LINES: "Kirk Douglas In A New And Different Type Of Role"; "Desperate Men And One Beautiful Woman Alone In The Barren Desert"; "Kirk Douglas And Virginia Mayo In The Outdoor Epic Of The Year."

I Was A Communist For The F.B.I. (023)

MELODRAMA
82M.

ESTIMATE: Topical melodrama has plenty of selling angles.

CAST: Frank Lovejoy, Dorothy Hart, Philip Carey, James Millican, Richard Webb, Konstantin Shayne, Paul Picerni, Roy Roberts, Eddie Norris, Ron Hagerthy, Hugh Sanders, Hope Kramer. Produced by Bryan Foy; directed by Gordon Douglas.

STORY: Frank Lovejoy, a secret operator for the F.B.I., has for nine years been a member of the Communist party in Pittsburgh. He moves into a top Communist post, and meets Dorothy Hart, a school teacher who is also a member of the party. Although she finds a letter which reveals Lovejoy's true identity, she fails to turn him in. Then, when the party sees that she is losing her loyalty to Communism, the leaders are determined to kill her. Lovejoy saves her life, and manages to get out of a tight squeeze himself. Finally, he appears at the House Un-American Committee investigation, and tells the true story of the Communists as the F.B.I. closes in. His story told, he is reunited with his son and brother, both of whom had thought he had been a real Communist.

X-RAY: Produced by Bryan Foy in his usual fashion, and based on a Saturday Evening Post story, this is an exploitable show that can be sold anywhere but which will probably register strongest in metropolitan areas. While it has interest for any spot, the question is whether the public will buy headline material such as this as entertainment in every area. Performances are adequate, and while the script is packed with melodramatic moments, it usually has an authentic ring about it. Where this type of show can be merchandised sensationally, it should register. Otherwise, it is a compact melodrama that will have the usual angles for action audiences. The story was written by Pete Martin from experiences told by Matt Cvetic. It appeared in The Saturday Evening Post.

TIP ON BIDDING: Fair program price.

AD LINES: "He Couldn't Tell The True Story . . . Not Even To His Son"; "He Risked Life . . . Even His Son's Love . . . For His Country"; "Meet The Patrick Henry Of 1951 . . . The F.B.I. Undercover Man."

FOREIGN

Wonderful Times

COMPILATION
86M.

(Academy)

(German-made) (English titles)

ESTIMATE: Import has angles for the art and class houses.

CAST: Ronald Amundsen, Josephine Baker, Elisabeth Bergner, Aristide Briand, Enrico Caruso, Charlie Chaplin, Winston Churchill, Captain of Koepenick, Hugo Eckener, Friedrich Ebert von Ludendorff, Mussolini, Lya de Putti, Bernard Shaw, Willy Forst, Franz-Joseph, Greta Garbo, Lilian Harvey, Brigitte Helm, von Hindenburg, Adolf Hitler, Herbert Hoover, Emil Jannings, Buster Keaton, Anna Pavlova, John D. Rockefeller, Arturo Toscanini, Ernst Udet, Kaiser Wilhelm, Woodrow Wilson, Count von Zeppelin, Willy Fritsch. Directed by Gunter Neumann.

STORY: The history of Germany and the world since 1900 is told with the use of old newsreels and films. Willy Fritsch, who acts as commentator, represents "Everyman." The film moves swiftly through the devastation of the World War I, the recovery period, the dizzy pace, the depression and the rise of Hitler. Throughout, there are scenes of the people, inventions, and events that shaped the history of the past 50 years. The film closes with Fritsch making a plea for world unity.

X-RAY: A skillful blending of old and new film has created an absorbing entry that is off the beaten track. Fritsch turns in a good performance as the symbol of the typical man in the street, and the camera work and editing are both excellent. The screen play is by Gunter Neumann.

AD LINES: "See The Actual Personalities And Events That Have Shaped The World's History"; "A Daring New Approach To Film Making"; "You'll Have A Wonderful Time At 'Wonderful Times'."

The Shorts Parade

TWO REEL

Color Novelty

STRANGER IN THE LIGHTHOUSE. Warners. 17½m. A little girl who lives in a lighthouse befriends a young seal which has been injured in its escape from a black killer whale. The seal follows the girl around like a pup, learns many tricks, and is happy until it apparently yearns for the company of other seals on the nearby rock island. The girl stows away with the seal on the boat of a salty old sea captain to return it to its family. When the old man falls overboard, the seal goes to the rescue with a line. When the animal is turned loose, it decides to remain with the girl and its new friend, the captain. This out-of-the-ordinary Technicolor offering has been imaginatively written and directed into a highly appealing little story that should find favor with all audiences. **EXCELLENT.** (7006).

Comedy

THE AWFUL SLEUTH. Columbia—All-Star Comedies. 16m. Soda-jerk Bert Wheeler avidly reads all the detective magazines. While he is studying the picture of a bandit for whom a \$5,000 reward is posted, the burglar orders a sundae, and pays for it with a phony check. Wheeler's boss insists that he get the money, so Wheeler goes to the bandit's apartment, where he gets into trouble with two others. Meanwhile, Wheeler's wife and mother-in-law learn the true identity of the bandit, and run for the police. Trapped with the three criminals, Wheeler attempts to escape, the police arrive, and Wheeler is a hero. **GOOD.** (3425).

Documentary

THE NATION'S MENTAL HEALTH. 20th Century-Fox—The March of Time. Vol. 17, No. 3. 19m. The alarming increase in the number of people in this country suffering from mental disorders and the work being done to combat it proves the theme, and old fashioned ideas concerning mental health and the horrible conditions found in some mental institutions, are illustrated. Largely as a result of the recent war, modern methods and thinking are being applied to the problem today, and many patients who would have been doomed are being cured, and returned to society. The short shows the different jobs done by psychiatrists, psychologists, and social workers, and how communities can set up effective health clinics. **EXCELLENT.**

Musical

FRANK DE VOL AND HIS ORCHESTRA. U-International—Name Band Musicals. 15m. This offers a well-balanced, entertaining variety show. The opening number offers the orchestra, singer Jaye P. Morgan, and the Dream-Makers in "You Do Something To Me." Tap dancer Georgie Tapps does an interesting job to "Stompin' At The Savoy." The trampoline
(Continued on page 3074)

National Release Dates, Production Numbers On '49-'50; '50-'51 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1949-50 and 1950-51 product, accurate to time of publication.—Ed.)

Allied Artists

(For 1949-50 listing, see Page 2990)

AA17	Southside 1-1000	Nov. 12
AA18	Short Grass	Dec. 24
AA19	I Was An American Spy	May 16

Columbia

(For 1949-50 listing, see Page 2990)

301	Gasoline Alley	Jan.
303	The Texan Meets Calamity Jane	Nov.
304	When You're Smiling	Sept.
305	The Tougher They Come	Dec.
307	Counterspy Meets Scotland Yard	Feb.
308	My True Story	Mar.
310	King Of The Wild Horses	Apr.
311	Rookie Fireman	Oct.
312	Revenue Agent	Feb.
313	Chain Gang	Nov.
314	Flame Of Stomoul	Apr.
315	Smuggler's Gold	May
317	The Petty Girl	Sept.
318	Saturday's Hero	May
319	711 Ocean Drive	July
320	Valentino	Apr.
321	The Brave Bulls	May
323	Harriet Craig	Nov.
324	Convicted	Aug.
325	Texas Rangers	Nov.
327	Al Jennings Of Oklahoma	Mar.
328	Between Midnight And Down	Oct.
329	Fury Of The Congo	Apr.
330	Santa Fe	May
331	The Great Manhunt	Dec.
332	Emergency Wedding	Nov.
333	Operation X	Feb.
334	Stage To Tucson	Jan.
335	The Flying Missile	Jan.
336	Lorna Doone	Nov.
337	Dick Turpin's Ride	May
339	When The Redskins Rode	May
340	He's A Cockeyed Wonder	Dec.
341	Last Of The Buccaneers	Oct.
342	Pygmy Island	Nov.
343	Her Wonderful Lie	Feb.
344	Born Yesterday	Feb.
346	A Yank In Korea	Feb.
347	M	Mar.
351	Gene Autry And The Mounties	Jan.
352	Texans Never Cry	Mar.
354	Whirlwind	Apr.
358	Her First Romance	May
361	Lightning Guns	Dec.
362	Raiders Of Tomahawk Creek	Oct.
363	Prairie Roundup	Jan.
364	Ridin' The Outlaw Trail	Feb.
365	Fort Savage Raiders	Mar.
366	Snake River Desperadoes	May
367	Bonanza Town	Dec.
	The Vatican	Dec.

Lippert

(Screen Guild)

(For 1949-50 listing, see Page 2990)

5003	Little Big Horn	June
5006	The Steel Helmet	Feb.
5007	Kentucky Jubilee	May
5009	3 Desperate Men	Jan.
5011	Bandit Queen	Dec.
5013	Mask Of The Dragon	Mar.
5014	Stop That Cab	Mar.
5015	Fingerprints Don't Lie	Feb.
5016	Roaring City	May
5017	Danger Zone	Apr.
5018	Pier 23	May
	Kentucky Jubilee	May
	Little Big Horn	June

Metro-Goldwyn-Mayer

(For 1949-50 listing, see Page 2916)

101	A Life Of Her Own	Sept.
102	Devil's Doorway	Sept.
103	The Toast Of New Orleans	Sept.
104	Right Crass	Oct.
105	To Please A Lady	Oct.
106	The Miniver Story	Oct.
107	Diol 1119	Nov.
108	Two Weeks With Love	Nov.
109	King Solomon's Mines	Nov.
110	The Next Voice You Hear	Oct.
111	Mrs. O'Malley And Mr. Malone	Dec.
112	Pagan Love Song	Dec.
113	Watch The Birdie	Jan.
114	Grounds For Marriage	Jan.
115	Kim	Jan.
116	The Magnificent Yankee	Feb.
117	Vengeance Valley	Feb.
118	Cause For Alarm	Feb.
119	Three Guys Named Mike	Mar.

120	The Red Badge Of Courage	Mar.
121	Royal Wedding	Mar.
122	Across The Wide Missouri	Mar.
123	Inside Straight	Mar.
124	Father's Little Dividend	Apr.
125	The Painted Hills	May
126	Soldiers Three	Apr.
127	The Great Caruso	Apr.
145	The M-G-M Story	Mar.
128	Home Town Story	May
129	Go For Broke	May
130	The People We Love	June
131	Mr. Imperium	June
	No Questions Asked	June
	Excuse My Dust	June

Monogram

(For 1948-1949 listing, see Page 2875)

4901	Blue Grass Of Kentucky	Jan. 22
4902	Young Daniel Boone	Mar. 5
4903	County Fair	Aug. 6
4904	Blue Blood	Jan. 28
4905	The Lost Volcano	June 25
4906	Bomba And The Hidden City	Sept. 24
4907	Killer Shark	Mar. 19
4908	Big Timber	Sept. 10
4909	Jiggs And Maggie Out West	Apr. 23
4911	Joe Palaaka Meets Humphrey	Feb. 5
4912	Joe Palaaka In Humphrey Takes A Chance	June 4
4913	Blonde Dynamite	Feb. 12
4914	Lucky Losers	May 14
4915	Triple Trouble	Aug. 13
4916	Blues Busters	Oct. 29
4917	Father Makes Gaad	May 7
4918	Hot Rod	Oct. 22
4919	Snow Dog	July 16
4920	Call Of The Klondike	Dec. 17
4922	Square Dance Katy	Mar. 25
4923	The Silk Noose	July 9
4924	Sideshow	June 18
4925	West Of Wyoming	Feb. 19
4926	Mystery At The Burlesque	Apr. 16
4941	Gunslingers	Apr. 9
4942	Arizona Territory	July 2
4943	Silver Raiders	Aug. 20
4944	Cherokee Uprising	Oct. 8
4945	Outlaws Of Texas	Dec. 10
4946	Abilene Trail	Feb. 4
4951	Six Gun Mesa	Apr. 30
4952	Over The Border	Mar. 12
4953	Law Of The Panhandle	Sept. 17
4954	Outlaw Gold	Nov. 26
4955	Colorado Ambush	Jan. 14

(1950-51)

5101	Cavalry Scout	May 13
5107	Sierra Passage	Jan. 7
5109	The Lion Hunters	Mar. 25
5111	Bowery Battalion	Jan. 21
5112	Ghost Chasers	Apr. 29
5115	Rhythm Inn	Feb. 11
5117	Joe Palaoka In The Squared Circle	Nov. 5
5120	Navy Bound	Mar. 4
5122	According To Mrs. Hoyle	May 20
5141	Man From Sonora	Mar. 11
5142	Blazing Bullets	May 6
5151	Canyon Raiders	Apr. 8
5152	Nevada Badmen	May 27
5191	The Vicious Years	Feb. 18
5192	Gypsy Fury	Mar. 18
5199	A Modern Marriage	Oct. 15

Paramount

(For 1949-50 listing, see Page 2916)

5001	Fancy Pants	Sept.
5002	Union Station	Sept.
5003	Copper Canyon	Oct.
5004	Dark City	Oct.
5005	Tripali	Nov.
5006	Let's Dance	Nov.
5007	Mr. Music	Dec.
5008	Cassino To Korea	Oct.
5009	Branded	Jan.
5010	Samson And Delilah	Mar.
5011	Molly (The Goldbergs)	Mar.
5012	September Affair	Feb.
5013	The Great Missouri Raid	Feb.
5014	At War With The Army	Jan.
5015	The Redhead And The Cowboy	Mar.
5016	The Mating Season	Mar.
5017	Quebec	Apr.
5018	The Lemon Drop Kid	Apr.
5019	Appointment With Danger	May
5020	The Last Outpost	May
5021	Dear Brat	June
5022	Passage West	July
5023	Ace In The Hole	May
5024	Warpath	May
5025	A Place In The Sun	Nov.
5026	That's My Boy	Nov.
5030	Tria	Nov.

RKO

(For 1949-50 listing, see Page 2916)

101	Born To Be Bad	Aug.
102	Walk Softly, Stranger	Oct.
103	Outrage	Oct.
104	Bunco Squad	Sept.
105	Border Treasure	Sept.
106	Never A Dull Moment	Nov.
107	Experiment Alcatraz	Nov.
108	Rio Grande Patrol	Nov.
109	The Company She Keeps	Jan.
110	Gombling House	Jan.
111	Hunt The Man Down	Dec.
112	Double Deal	Jan.
113	Low Of The Badlands	Dec.
114	My Forbidden Past	Apr.
115	Cry Danger	Feb.
116	Footlight Varieties	May
118	Sealed Cargo	May
119	Hard, Fast And Beautiful	June

120	Gun Play	June
171	Payment On Demand	Mar.
172	Tarzan's Peril	Apr.
173	Kon-Tiki	Apr.
174	The Thing From Another World	Apr.
176	Best Of The Badmen	June
177	Jungle Headhunters	June

(Specials)

151	Our Very Own	July
152	Edge Of Doom	Sept.
165	Joan Of Arc	Nov.
166	Mad Wednesday	Oct.
167	Vendetta	Dec.
191	Treasure Island	July

(Reissues)

161	Bombadier	Sept.
162	China Sky	Sept.
163	Mr. Lucky	Aug.
164	The Lady Takes A Chance	Aug.
168	Show Business	Dec.
169	Tarzan And The Leopard Woman	Dec.
170	Tarzan And The Amazons	Dec.
352	They Got Me Covered	Feb.
452	Up In Arms (Reissue)	Feb.

Republic

(For 1949-50 listing, see Page 3057)

(1950-51)

5001	Surrender	Sept.
5002	Hit Parade Of 1951	Oct.
5003	Macbeth	Oct.
5004	Rio Grande	Nov.
5005	California Passage	Dec.
5006	Belle Le Grand	Jan.
5007	Cuban Fireball	Mar.
5008	Oh! Susanna	Mar.
5009	Bullfighter And The Lady	Apr.
5010	Fighting Coast Guard	Apr.
5011	Fugitive Lady	May
5023	Pride Of Maryland	Jan.
5025	Missing Women	Feb.
5026	Insurance Investigator	Mar.
5041	Spoilers Of The Plains	Feb.
5043	In Old Amarillo	May
5047	Heart Of The Rockies	Mar.
5051	Silver City Bonanza	Mar.
5052	Thunder In God's Country	Apr.
5058	Rough Riders Of Durango	Jan.
5059	Night Riders Of Montana	Feb.
5061	Wells Fargo Gunmaster	May
	Honeychile	May
5066	Buckaroo Sheriff Of Texas	May
	Million Dollar Pursuit	May

(Re-edited Re-releases)

5021	Gallant Thoroughbred (Someone To Remember)	Nov.
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20th Century-Fox

(For 1950 listing, see Page 2991)

101	The Mudlark	Jan.
102	The Man Who Cheated Himself	Jan.
103	Halls Of Montezuma	Jan.
104	Call Me Mister	Feb.
105	I'd Climb The Highest Mountain	Feb.
106	Sword Of Monte Cristo	Mar.
107	The 13th Letter	Feb.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	You're In The Navy Now	Apr.
111	I Can Get It For You Wholesale	Apr.
112	Follow The Sun	May
113	Rowhide	May
114	Fourteen Hours	Apr.
115	On The Riviera	May
116	Half Angel	May
117	House On Telegraph Hill	June
118	The Guy Who Came Back	June
119	Take Care Of My Little Girl	July
120	As Young As You Feel	June
121	No Highway	July
122	The Frogmen	July
137	Of Men And Music	Mar.
138	The Kefauver Crime Investigation	Apr.

United Artists

(Far 1949-50 listing, see Page 2719)

ROGELL

The Admiral Was A Lady	Aug.
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KRAMER

The Men	Sept.
Cyrana De Bergerac	July

RATOFF

If This Be Sin	Sept.
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GOLDSMITH-CASPERY

Three Husbands	Nov.
The Scarf	Apr.

CELEBRATED

City Lights	Oct.
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STILLMAN

The Sound Of Fury (Try And Get Me)	May
Queen Far A Day	Apr.

POPKIN

The Second Woman	Mar.
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ALLEN

New Mexico	May
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(Continued on page 3074)

Production Numbers

(Continued from page 3073)

ANGEL	
Mr. Drake's Duck	Aug.
SIRK	
The First Legion	May
EAGLE	
The Prowler	May
ROBERTS	
He Ran All The Way	July
WILDER	
Three Steps North	June
CORWIN	
The Man From Planet X	Apr.
LEVEY	
Fobiala	June
GARDNER	
The Man With My Face	June
DANZINGER	
St. Benny The Dip	June
LOPERT	
Odetta	May
ELC	
(For 1949-50 listing, see Page 3057)	
(1950-51)	
Rogue River	Nov.
Two Lost Worlds	Oct.
One Minute To Twelve	Oct.
Second Face	Oct.
Prehistoric Women	Nov.
The Wicked City	Jan.
Circle Of Danger	Mar.
Mister Universe	Jan.
My Outlaw Brother	Mar.
Korea Patrol	Jan.

The Sun Sets At Dawn	Jan.
Border Outlaws	Nov.
So Long At The Fair	Mar.
Golden Salamander	Feb.
Paper Gallows	Sept.
The Taming Of Dorothy	Sept.
Naughty Arlette	Mar.
Oliver Twist	Apr.
They Were Not Divided	Feb.
Skipalong Rosenbloom	Mar.
When I Grow Up	Apr.
Sioux Ambush	Mar.
The Blue Lamp	Mar.
Badman's Gold	Apr.
The Long Dark Hall	Apr.
Cattle Queen	Mar.
The Prowler	May
Volcano	May
The Hoodlum	June
Two Gals And A Guy	June
Cairo Road	July
Pardon My French	July
Cloudburst	Aug.
The Evil One	Aug.

Universal-International

(For 1949-50 listing see Page 2991)

(1950-51)

101 Hamlet	Nov.
102 The Milkman	Nov.
103 Deported	Nov.
104 Kansas Raiders	Nov.
105 Undercover Girl	Dec.
106 Mystery Submarine	Dec.
107 Harvey	Jan.
108 Frenchie	Jan.
109 Under The Gun	Jan.
110 Tomahawk	Feb.
111 Target Unknown	Feb.
112 Bedtime For Bonzo	Feb.
113 Operation Disaster	Feb.
114 Groom Wore Spurs	Mar.
115 Air Cadet	Mar.
116 Abbott And Costello Meet The Invisible Man	Mar.
117 Ma And Pa Kettle Back On The Farm	Apr.
118 Up Front	Apr.
119 Double Crossbones	Apr.
120 The Fat Man	May

121 Smuggler's Island	May
122 Katie Did It	May
123 Apache Drums	June
124 The Hollywood Story	June
125 Francis Goes To The Races	July
126 The Prince Who Was A Thief	July
127 Comin' Round The Mountain	July
181 The Magnet	Feb.
182 Little Ballerina	May
The Browning Version	June

(1949-50)

5101 Tales Of The West No. 1	July
5102 Tales Of The West No. 2	Aug.
5103 Tales Of The West No. 3	Oct.
5104 Tales Of The West No. 4	Jan.

Warners

(For 1949-50 listing, see page 2917)

001 Tea For Two	Sept.
004 Pretty Baby	Sept.
005 The Breaking Point	Sept.
006 Three Secrets	Oct.
007 The Glass Menagerie	Oct.
008 Rocky Mountain	Nov.
009 The West Point Story	Nov.
010 Breakthrough	Dec.
011 Dallas	Dec.
012 Highway 301	Jan.
013 Operation Pacific	Jan.
014 Storm Warning	Feb.
015 The Enforcer	Feb.
016 Sugarfoot	Mar.
019 Lightning Strikes Twice	Mar.
020 Lullaby Of Broadway	Mar.
021 Raton Pass	Apr.
022 Only The Valiant	Apr.
023 I Was A Communist For The F.B.I.	May
024 Goodbye My Fancy	May
025 Along The Great Divide	June
026 Inside The Walls Of Folsom Prison	June
027 Strangers On A Train	June

(Reissues)

002 Alcatraz Island	Sept.
003 San Quentin	Sept.
017 Dodge City	Mar.
018 Virginia City	Mar.

The Shorts Parade

(Continued from page 3072)

team of Paul and Pauline are aided in their novelty routines by interesting camera angles. Jose Frakson mystifies with some magic tricks stressing cigarettes, and the orchestra closes with the "Pagan Love Song." EXCELLENT. (6307).

Serial

DON DAREDEVIL RIDES AGAIN. Republic Serial in 12 chapters. Ken Curtis, Aline Towne, Roy Barcroft, Lane Bradford, Robert Einer, John Cason, I. Stanford Jolley, Hank Patterson, Lee Phelps, Sandy Sanders, Guy Teague, Tom Steele, Michael Ragan, Cactus Mack. Associate producer, Franklin Adreon; directed by Fred C. Brannon. Episode One: "Return Of The Don." 23m. Roy Barcroft, crooked attorney and political boss, learns an old Spanish land grant is a forgery, and brings legal action so that all property in the valley reverts to public domain. He has his henchmen attempt to stake out mineral claims and homesteads. Ken Curtis arrives to protect the property of his cousin, Aline Towne, granddaughter of the original owner, and her friends. He beats Barcroft to the punch by homesteading on his own. This causes Barcroft to send out bands of terrorizing riders. Curtis decides to simulate his grandfather by masquerading as the famed "Don Daredevil," is lured into an ambush, and escapes to a shack at the edge of a cliff. Barcroft's men then dynamite the shack. While this offers nothing new, and follows the pattern of other western serials, resembling "The Durango Kid" and other masked heroes closely, it has been given average western production with attendant action, etc., and should satisfy the kids and other serial devotees. This was written by Ronald Davidson. FAIR.

ONE REEL

Color Cartoon

ANDY PANDA GOES FISHING. U-International—Walter Lantz Cartunes. Reissues. 7m. While fishing, Andy Panda

meets his turtle friend, who has a very unique way of fishing. Against the turtle's warning, he makes friends with an electric eel. Suddenly a tribe of natives, hunting for pandas arrive, and the chase is on. Although the turtle does his best to help, it is the electric eel who finally drives off the hunters. GOOD. (6327).

THE BAREFACE FLATFOOT. Columbia—Mr. Magoo. 7m. When Cousin Waldo wrecks his car, and comes to avid mystery fan Magoo for money, Magoo immediately assumes that Waldo is in trouble with the underworld. The two of them are involved in a series of mishaps. Finally, Waldo steps in before Magoo seriously hurts himself. This is a highly amusing satire on the "private eye" fad. EXCELLENT. (3708).

CHEERS FOR CHUBBY. Metropolitan Insurance Company. 8m. This color cartoon deals with Chubby, who had a good appetite as a child and a young man. After he married, however, both he and his wife became overweight. They tried reducing pills, massage, and other methods, but nothing helped. Finally, they went to the family doctor, who put them on a balanced diet. He proved that overweight shortens the life span. (This is free to theatres). GOOD.

EARLY TO BET. Warners—Merrie Melodies. 7m. The gambling bug bites the cat, who doesn't want to gamble, but it plays gin rummy with the dog, and has to pay some tough penalties. The dog doesn't want to continue so the cat finally plays with the gambling bug, which loses, and has to pay the penalty. There are several humorous sequences. GOOD. (7713).

THE TEMPERAMENTAL LION. 20th Century-Fox—Terrytoon Reissue. 7m. When first reviewed in THE SERVICESECTION of December, 1940, it was said: "The lion protests against being caged up, and gets out to get the best of the explorer who captured him. The lion talks like Bert Lahr. This is unimpressive, run-of-the-mill. FAIR." (5130).

Musical

BUBBLES OF SONG. U-International—Cartoon Melody. 10m. Featuring the King's

Men, this first presents a cartoon treatment of a song, and then flashes the words for a community sing. Songs heard are: "Oh Ma Ma", "Yes We Have No Bananas", and "It Isn't Any Trouble Just To Smile." FAIR. (6384).

Novelty

HAVANA MADRID. Columbia—Cavalcade of Broadway. 10m. The camera goes to New York's Havana Madrid. With Danton Walker introducing the acts, the rhumba band of Jose Curbrio opens with a fast mambo and the dance team of Horacion and Lana joins in. Comedian Henny Nadell then comes on, and the closing act presents hit songstress Dorothy Claire with "They've Got An Awful Lot Of Coffee In Brazil." GOOD. (3653).

HICKORY HOLIDAY. U-International—Variety Views. 9m. Using the familiar theme of the wonders of skiing, this presents skiers arriving on a special train, the various types of lifts used to get the skiers up the slopes, and the amateur skiers learning the fundamentals. The camera offers some beautiful shots of the scenery. GOOD. (6344).

HOLLYWOOD MEMORIES. Columbia—Screen Snapshots. 9m. This is full of nostalgia and memories, and presents many Hollywood greats who are no longer alive. With Edward G. Robinson doing the commentary, such old timers as Frank Morgan, Wallace Beery, Wallace Reid, Richard Dix, Al Jolson, Alan Hale, and others are presented in informal scenes. GOOD. (3857).

Color Sports

HAWAIIAN SPORTS. Warners—Sports Parade. 9m. Shown are glimpses of such characteristically Hawaiian sports as surf riding, swimming, and fishing along with some picturesque aboriginal wrestling games and such modern sports as football, golf, and archery, as played in the Islands. However familiar the subject, the Technicolor splendor of exotic settings remains appealing as ever. GOOD. (7507).

(Continued on page 3075)

Alphabetical Guide

(Continued from page 3076)

REDWOOD FOREST TRAIL—67m.—Republic	2941
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924
REVENUE AGENT—71½m.—Columbia	2993
RHYTHM INN—73m.—Monogram	3026
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025
RIO GRANDE—105m.—Republic	2963
RIO GRANDE PATROL—60m.—RKO	2970
RIPTIDE—75m.—Films International	3064
RIVALS, THE—40m.—Artkino	3064
ROCKY MOUNTAIN—83m.—Warners	2950
ROGUE RIVER—82m.—UA-ELC	2977
ROOKIE FIREMAN—63m.—Columbia	2923
ROUGH RIDERS OF DURANGO—60m.—Republic	3027
ROYAL WEDDING—92m.—MGM	3025
RUSTLERS ON HORSEBACK—60m.—Republic	2970

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SADDLE LEGION—60m.—RKO	3051
SAMSON AND DELILAH—128m.—Paramount	3010
SAN QUENTIN—70m.—Warners	2924
SANTA FE—87½m.—Columbia	3069
SCARF, THE—87m.—UA	3049
SEALED CARGO—90m.—RKO	3065
SECOND FACE, THE—77m.—UA-ELC	2993
SECOND WOMAN, THE—90m.—UA	3019
SECRET BRIGADE, THE—78m.—Artkino	3055
SECRETS OF NATURE—80m.—Oxford	2942
SEPTEMBER AFFAIR—104m.—Paramount	2956
SEVEN DAYS TO NOON—93m.—Mayer-Kingsley	3020
SHAKEDOWN—80m.—U-I	2928
SHORT GRASS—83m.—Allied Artists	3001
SIERRA PASSAGE—81½m.—Monogram	3001
SILVER CITY BONANZA—67m.—Republic	3039
SILVER RAIDERS—55m.—Monogram	2940
SINNERS, THE—107m.—Lopert	2984
SKIPALONG ROSENBLOOM—73m.—ELC	3033
SLEEPING CITY, THE—85m.—U-I	2928
SMUGGLER'S GOLD—63m.—Columbia	3069
SMUGGLER'S ISLAND—75m.—U-I	3063
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STOP THAT CAB—56m.—Lippert	3066
STORM WARNING—91m.—Warners	2999
STRIPTASE MURDER CASE—40m.—Classic	2931
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SUNSET IN THE WEST—67m.—Republic	2949
SURRENDER—91m.—Republic	2949
SWORD OF MONTE CRISTO, THE—80m.—20th-Fox	3042
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TALES OF HOFFMANN, THE—134m.—Lopert	3059
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TARZAN AND THE AMAZONS—76m.—RKO	2995
TARZAN AND THE LEOPARD WOMAN—72m.—RKO	2995
TARZAN'S PERIL—79m.—RKO	3046
TEA FOR TWO—98m.—Warners	2999
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TEXAN MEETS CALAMITY JANE, THE—71m.—Col.	2959
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THEY GOT ME COVERED—94m.—RKO	3053
THEY WERE NOT DIVIDED—90m.—UA-ELC	3037
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13TH LETTER, THE—85m.—20th-Fox	3018
3 DESPERATE MEN—71m.—Lippert	3018
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TOMAHAWK—82m.—U-I	3011
TOUGHER THEY COME, THE—69m.—Columbia	2977
TRAIL OF ROBIN HOOD—67m.—Republic	2995
TRAIN TO TOMBSTONE—57m.—Lippert	2978

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TREASURED EARTH—100m.—Artkino	3003
TRIO—91m.—Paramount	2941
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TRIPOLI—95m.—Paramount	2949
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TWO ORPHANS, THE—92m.—Globe	2984
TWO WEEKS WITH LOVE—92m.—MGM	2955

U	
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Y	
YANK IN KOREA, A—73m.—Columbia	3029
YOU CAN'T FOOL AN IRISHMAN—69m.—Bell	2931
YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle	

The Shorts Parade

(Continued from page 3074)

Sports

BIG HOUSE RODEO. RKO—Sport-scopes. 8m. The Texas Prison System holds a rodeo at Huntsville, Tex., and the camera covers the preparations by the prisoners, the riding, clowns, calf roping, etc., with not only the prisoners on hand but also the governor. Regular cowboys and cowgirls also give the film some interest. Proceeds of the affair, open to the public, go to the prison fund. FAIR. (14306).

QUEBEC SPORTS HOLIDAY. Columbia—World Of Sports. 8½m. With Bill Stern doing the commentary, this deals with the scenic beauty and sports facilities of Quebec. There are shots of toboggan runs, curling, and an exhibition of skiing and spectacular jumps. FAIR. (3806).

Color Travel

SPAIN. Republic—This World Of Ours. 9m. Spain is the subject of this Tru-color latest series entry. The camera visits the Alhambra, Barcelona, Madrid, and Valencia. There are color shots of soccer and the traditional bull fights, and the short then wanders into the rural areas to present folk songs and dances. GOOD. (5703).

Too Late To Classify

Features

Minne

COMEDY DRAMA
82m.

(Hakim)

(French-made) (English titles)

ESTIMATE: Amusing, spicy French import.

CAST: Daniele Delarme, Franck Villard, Jean Tissier, Claude Nicot, Daniel Gelin, Yolande Laffon. Produced by Dobert; directed by Jacqueline Audry.

STORY: Imaginative Daniele Delarme marries her cousin, Daniel Gelin, and on their wedding night she tells him a story of how she had a love affair with a handsome stranger. As the years go by, Gelin's love for Delarme increases, but she finds him rather dull, and seeks adventure. She has affairs with a number of men, including an ardent young Count and an author. Gelin is aware of Delarme's actions, but his love for her is too strong. As a last resort to save his marriage, Gelin takes Delarme for a vacation trip to Monte Carlo. He tells Delarme he knows what she has been doing, and that if she can not find happiness with him he will give her her freedom. The realization that she might lose her devoted husband causes Delarme to come to her senses.

X-RAY: The rather unique way the French have of handling a sex theme in an amusing and inoffensive manner is well illustrated here, and although the story line is not too strong, a good cast gives it a boost. Delarme, in particular, turns in a fine performance. The screen play is by Colette.

AD LINES: "Minne' Fiddled While Her Husband Burned"; "A Naughty But Nice Film That Only The French Could Make"; "Daniele Delarme As The Sinational 'Minne'."

Shorts

EDDIE PEABODY AND SONNY BURKE'S ORCHESTRA. U-International—Name Band Musicals. 15m. Stressing music with a solid beat, this really rocks along. Using the conventional night club set, the musical numbers are presented

simply, and the burden of entertaining is placed more on the music than visual appeal. Sonny Burke and his orchestra play "Mambo Jambo" and "What, Where and When"; Barbara Perry does a spirited tap dance to "Perry's Boogie"; the Red Norvo Trio offers a bop version of "Time And Tide"; a vocal group, the Cheer Leaders, do "Live Till I Die," and the finale presents banjo virtuoso Eddie Peabody in a medley of Southern songs and a lively version of "St. Louis Blues." GOOD. (6308).

FINNY BUSINESS. U-International—Variety Views. 9m. Fishing is one of the world's oldest industries. The camera presents fishing fleets demonstrating the different methods used to catch herring, salmon, sharks, and tuna. Contrast is made between the Eskimos and modern fleets that use such devices as radar. FAIR. (6345).

THE CHALLENGE. American Jewish Committee-Anti-Defamation League. 28m. A wanton murder in a Southern state and the resulting trial which is a mockery of justice put reporter Fred Harris and photographer Helen Brady on a nationwide assignment for their picture weekly to do a series of articles based on the President's Committee on Civil Rights. They investigate the right to safety and security of person, the right to citizenship, the right of freedom of conscience and expression, and the right of equality of opportunity. They dig up examples of each, talk to prominent people, including Protestant Bishop Henry Knox Sherrill, industrialist Herman Steinkraus, labor leaders of the CIO and AFL, etc., and find that much is being done to correct many un-American practices; but, also, that much remains to be done. This is available free to exhibitors. EXCELLENT.

ALPHABETICAL GUIDE

To 430 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

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PAGAN LOVE SONG—76m.—MGM	3001
PAINTED HILLS, THE—68m.—MGM	3046
PANCHO VILLA RETURNS—95m.—Hispano Continental	2964
PAPER GALLOWS—68m.—UA-ELC	2969
PARIS 1900—78m.—Mayer-Kingsley	2973
PARIS WALTZ, THE—92m.—Lux	2930
PAYMENT ON DEMAND—89m.—RKO	3034
PINK STRING AND SEALING WAX—75m.—Pentagon	2951
PRAIRIE ROUNDUP—53m.—Columbia	3017
PREHISTORIC WOMEN—74m.—UA-ELC	2993
PRELUDE TO FAME—84½m.—U-I	2975
PRETTY BABY—92m.—Warners	2929
PRIDE OF MARYLAND—60m.—Republic	3010
PRISONERS IN PETTICOATS—60m.—Republic	2941
PROWLER, THE—92m.—UA	3071
PYGMY ISLAND—69m.—Columbia	2969

Q	
QUEBEC—85m.—Paramount	3041
QUEEN FOR A DAY—107m.—UA	3050

R	
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961
RATON PASS—84m.—Warners	3035
RAWHIDE—86m.—20th-Fox	3039
RED ANGEL, THE—97m.—Spalter	2984
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998

(Continued on page 3075)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicolor)	Danger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor)	Canyon Raiders W. Wilson, F. Knight, P. Coates	Molly, G. Berg, P. Loeb, E. Mintz	Kon-Tiki (Documentary of raft voyage in Pacific)	Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen	Of Men And Music (All-Star)	The Scarf (Goldsmith)	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	Raton Pass D. Morgan, P. Neal, S. Cochran
Fury Of The Congo J. Weissmuller, S. Moreland	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor	Ghost Chasers L. Gorcey, H. Hall, J. Kayne	Quebec J. Barrymore, Jr. C. Calvet, P. Knowles (Technicolor) (Made in Canada)	The Thing M. Sheridan, J. Arness, S. Creighton	Fighting Coast Guard B. Donlevy, E. Raines, F. Tucker	You're In The Navy Now G. Caaper, J. Greer	The Man From Planet X (Corwin)	Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti	Only The Valiant G. Peck, B. Peyton, W. Bond
Flame Of Stamboul R. Denning, L. Ferraday	Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt		The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan	My Forbidden Past R. Mitchum, A. Gardner, M. Douglas		Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes	The Long, Dark Hall (English-made) (ELC)	Double Crossbones D. O'Connor, H. Carter (Technicolor)	
Whirlwind G. Autry, S. Burnette, G. Davis							Kefauver Investigation	Oliver Twist (English-made) (ELC)		
King Of The Wild Horses W. Janney, D. Appleby, Rex (Re-release)								When I Grow Up (ELC)		
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen)	Katie Did It M. Stevens, A. Blyth, C. Stevens	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart
Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed	Kentucky Jubilee J. Colonna, J. Porter, J. Ellison	Go For Broke V. Johnson, W. Anderson	Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor)	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Sealed Cargo D. Andrews, C. Belenda, C. Rains	Honeychile J. Canova, E. Foy, Jr.	Rawhide T. Power, S. Hayward, H. Marlowe	Try And Get Me F. Lovejoy, K. Ryan, (Stillman)	The Fat Man J. Smart, J. London, R. Hudson	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Snake River Desperadoes, W C. Starrett, S. Burnette	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Home Town Story M. Reynolds, D. Crisp	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase			Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	The Prowler (Sirk)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	
Her First Romance M. O'Brien, A. Martin, Jr.			Nevada Badmen, W W. Wilson, F. Knight, P. Coates			In Old Amarillo R. Rogers, P. Edwards		Volcano A. Magnani, R. Brazzi (Italian-made) (ELC)		
The Brave Bulls M. Ferrer, M. Miroslava						Fugitive Lady J. Paige, B. Barnes, E. Ciannelli		Odette A. Neagle (English-made) (Lopert)		
When The Redskins Rode J. Hall, M. Castle (Supercinecolor)						Million Dollar Pursuit P. Edwards, S. Flagg				
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
	Little Big Horn J. Ireland, L. Bridges, M. Windsor	The People We Love R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brat M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)		House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney, A. Roberts (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
		Mr. Imperium L. Turner, E. Pinza (Technicolor)	Father Takes The Air R. Walburn, M. McClure, G. Gray		Hard, Fast C. Trevor, R. Clarke, S. Forrest		Half Angel J. Cotten, L. Young (Technicolor)	Two Gals and A Guy (ELC)	The Ho'llywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey
		Na Questions Asked B. Sullivan, A. Dahl, G. Murphy	Montana Desperado, W J. M. Brown				As Young As You Feel M. Woolley, T. Ritter, D. Wayne, J. Peters	Fabiola M. Morgan (Levey) (Italian-made)		Strangers On A Train F. Granger, R. Roman, R. Walker
		Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)						Three Steps North L. Bridges (Wilder)		
								St. Benny The Dip D. Haymes, N. Foch (Danziger)		

HOLIDAYS

May 13—Mother's Day
May 30—Memorial Day
June 14—Flag Day
June 17—Father's Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorka, G. Evans, D. Kennedy

REALART

Apr.—Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson
May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Boles, B. Cabat, M. Evans



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2. PASS AND WALK-IN TICKET NUMBERS
3. CASH TOTALS AND REFUNDS
4. TAX TOTALS
5. PROGRAM, WEATHER, AND OPPOSITION
6. SPACES FOR HOURLY TOTALS
7. MISCELLANEOUS INCOME AND DEPOSITS

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what happens when girls leave home —
for the first time!

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color by *Technicolor*

There's No Business Like **20** Business!

CENTURY-FOX

Page 46 Number 2
Two Sections: Section One

MAY 16, 1951

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **STUDIO SURVEY**

SETS NEW 6-YEAR RECORD IN FRISCO!

Read Press-Time Reports Below
of M-G-M's Sensational New Hit!

••GOOD NEWS DEP'T: 'THE GREAT CARUSO'
M-G-M's 'The Great Caruso' in its Pittsburgh opening, at Loew's,
on Friday rolled up a gross 30 per cent better than that scored
earlier by 'Father's Little Dividend,' which is no slouch of a
picture either . . . And 'Caruso' also topped 'Dividend' in its
opening at the State, St. Louis, Friday, while at the RKO Grand,
in Cincinnati, the Mario Lanza vehicle opened to the biggest
non-holiday take since the first of the year . . ."

—FILM DAILY, April 30th

CARUSO

EVERY DAY MORE GOOD NEWS!

SAN FRANCISCO best non-holiday weekday
opening in 6 years!

CHICAGO best M-G-M opening in 2 years!

SAN JOSE best opening in 4 years!

OAKLAND second only to "Annie Get Your
Gun" in recent years!

SAN DIEGO new all-time non-holiday record!

SEATTLE first 4 days top miraculous "Annie
Get Your Gun" by \$1000!

MEADVILLE, Pa. tops "Annie" first 3
UNIONTOWN, Pa. first 4 days top re-
breaking "Royal Wedding" biz!

LEXINGTON, Ky. first 4 days top "The
Solomon's Mines"!

COLUMBUS, O. first 3 days top "King of the

M-G-M presents "THE GREAT CARUSO" starring MARIO LANZA • ANN BLYTH • DOROTHY KIRSTEN
JARMILA NOVOTNA • BLANCHE THEBOM • with Teresa Celli • Richard Hageman • Carl Benton Reid • Color by
TECHNICOLOR • Written by Sonya Levien and William Ludwig • Suggested by Dorothy Caruso's Biography
of Her Husband • Directed by Richard Thorpe • Produced by Joe Pasternak • Associate Producer Jesse L. Lasky



IN one of the biggest baby sitting operations ever, an exhibitor in the mideast territory allowed his house to be used for a special show for children of the town while their parents held simultaneous PTA meetings at the same time.



SOMETHING new was added to the drive-in scene in the south when a patron forgot to remove an in-a-car speaker from the door of his automobile before driving out, whereupon it snapped off, hitting him in the jaw. Four stitches were taken in his chin.



A SOUTHERN drive-in operator has made a deal whereby he is giving two cents out of every admission to a local charity, sponsored by a civic club, without raising prices. While the move is meritorious, considering the good will feature, we wish he could tell us what answer he gives when other civic clubs come around with similar propositions.



AT LAST report there were nine film titles registered based on "Old Soldiers Never Die, They Just Fade Away".



MOST surprised patrons of the week were the folks in a mideastern theatre who didn't know, until he stepped in to play the organ at the house, that the manager had been secretly taking lessons for a year.

—H. M. M.

I N D E X

VOL. 46, No. 2

MAY 16, 1951

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THE COVER PHOTO

At Paramount's recent national sales convention in New York City, actress Jan Sterling, starred in "Ace in the Hole," addresses the meeting as Oscar Morgan, general sales manager, short subjects and Paramount News, and President Barney Balaban, right, look on from the dais.

EXHIBITOR

VOL. 46, No. 2



MAY 16, 1951

The Earlier Run Outbreak

MORE and more, industryites who like to study these things are beginning to find a parallel between the excessive drop in grosses in some well-populated areas and changes in clearance in those same localities. It is now pretty well established that while there has been a substantial decrease in theatre business throughout the country, the spots worst hit are in the metropolitan centers and the larger cities.

AND while TV has had an impact, it is not being blamed as the No. 1 ogre responsible for long faces on the part of big city exhibitors. Instead, the winds of speculation are turning toward the speeding up of clearance in those sectors.

THERE will be those, with memories of unfair clearance still fresh in their minds, who will argue that a faster playoff had to come, but seeing as how business has fallen off, many traders are pointing out that when clearance between runs was cut down, business fell off alarmingly.

THIS is quite apparent in a spot like Philadelphia, where instead of eight or nine neighborhood first-runs breaking 28 days after the city downtown engagements, there are about 40 houses which, from time to time, get in on a 21-28 day clearance, resulting in other houses moving up after them. The result is that the playoff has become so fast that it is doubtful whether the ultimate is being realized by the distributor or exhibitor.

THE theatreman will point out that as he never gets his high bracket pictures any cheaper when his run is later, he may as well move up, pay the same percentage, and dip into the earlier cream. He has a point there but he will probably find that there is an overall average, after he has finished paying the distributor, that leaves him worse off than he was before. Perhaps a new selling procedure should be developed to avoid this condition.

THIS department has always felt that one of the reasons for the strength of this industry has been fair clearance. We still believe that if this standard of operation is mutilated beyond recognition, everyone will suffer.

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PARAMOUNT PRESIDENT BARNEY BALABAN SPEAKS AT THE COMPANY'S RECENT SALES CONVENTION IN NEW YORK AS EXECUTIVES ON DAIS LISTEN.

"There's No Standing Still"

Paramount, At Its Recent Sales Meet, Prepared To Meet That Challenge



Jan Sterling, starred in Paramount's "Ace in the Hole," discusses the forthcoming product lineup with A. W. Schwalberg, left, president, Paramount Film Distributing Corporation, and studio head Y. Frank Freeman at the national sales meeting.

FROM the recent Paramount national sales convention in New York City came a refreshing assurance of confidence in the future of the industry as A. W. Schwalberg, president, Paramount Film Distributing Company, revealed that the company has made an all-time record investment in the making of quality product, and production and ad.-publicity executives outlined some concrete plans for brightening the months ahead.

Included in those plans is the reestablishing of Paramount's famed "Golden Circle," a title given to 11 of the company's most promising young players who will be groomed to supply the urgent need for new screen personalities. In regard to other production activities, it was noted by vice-president and studio head Y. Frank Freeman that the studio is doing a "top job." "But we cannot do the job alone," he declared. "We must have—and are going to receive—100 per cent cooperation from

the distributing company," he urged.

Freeman stated, "We are at the crossroads, and it's in your hands to decide whether we go forward or backward, for there's no standing still. If top bracket films are the answer to the industry's problem, our lineup represents the best of all possible answers."

It was emphasized by Schwalberg that 15 attractions to be released during the period from July to December represent five outstanding pictures every 60 days, a greater number than has been released in a similar period in the recent Paramount history.

Jerry Pickman, director of national advertising, publicity, and exploitation, told the 32 branch managers, field sales personnel, and home office representatives present that "Each of you must become a press agent as well as a salesman if our great product is to earn the grosses it deserves."



Vice-president Freeman gives a report of studio operations to the convention. Also seen are Jerry Pickman, E. K. O'Shea, Oscar Morgan, and Balaban.



Paramount board chairman Adolph Zukor addresses the meeting as Robert Rubin, Pickman, O'Shea, Schwalberg, Morgan, and Freeman note his remarks.



Morgan, general sales manager, short subjects and Paramount News, outlines his department's activities for the coming months to the meeting.



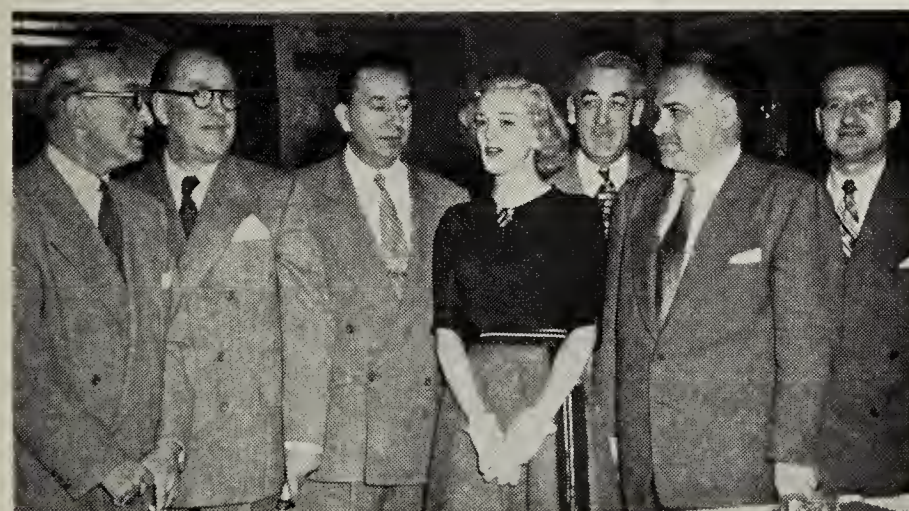
Pickman, national director of advertising, publicity, and exploitation, talks informally. Seated second from right is M. R. Goodman, assistant to Morgan.



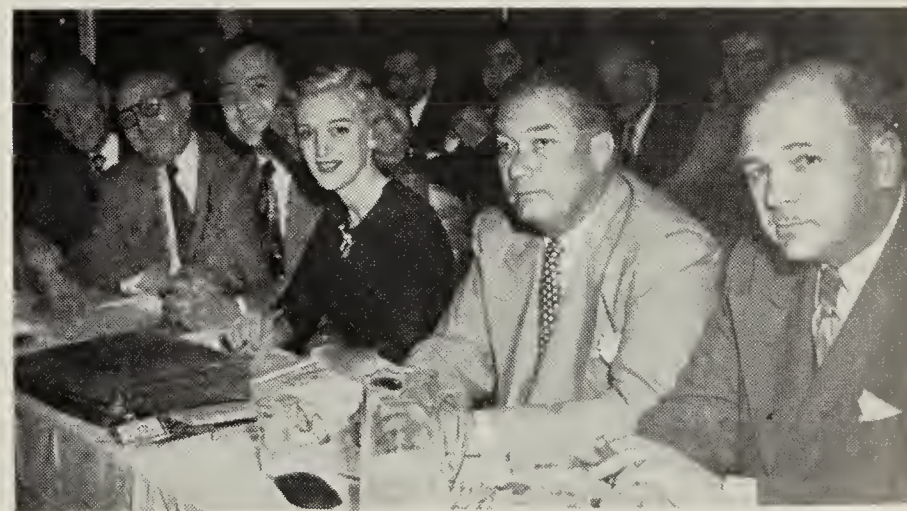
Miss Sterling watches with division managers, from left, G. Smith, west; Howard Minsky, mid-east; J. Donohue, central, and Hugh Owen, east-south.



The actress sits with Don Hicks, Des Moines; I. Werthamer, Milwaukee; M. Anderson, Omaha; H. Haas, St. Louis, and H. Hamburg, Kansas City.



Seen with the actress are Henry Randel, New York district manager; Al Kane, assistant to Owen; branch managers Henry Germaine, New Haven; Ed Maloney, Albany; M. Sattler, New York, and Jack Perley, New York office.



More Paramount branch heads seen with Miss Sterling at another session are, from left, Dave Kimelman, with glasses, Pittsburgh; Howard Nicholson, Memphis; Heywood Simmons, Dallas, and Buck Weaver, Oklahoma City.

Mel KonecOFF's NEW YORK

IT was up and down the river in a "ship" last week. 20th-Fox, to celebrate the forthcoming release of the Danny Kaye hit, "On The Riviera", invited a host of celebrities, newsmen, radio and TV personalities, and magazine and trade press representatives for a gala water voyage to the Riviera (the one atop the New Jersey Palisades, that is.)



KONECOFF

So, armed with a passport, we boarded the worthy sight-seeing vessel christened the S.S. Normandie, which took the assemblage three quarters of the way 'round Manhattan Isle. While the guests daintily sipped champagne from paper cups, all of the highlights and histories of the area were recalled by the proper authorities. When we disembarked, we boarded special vehicles whose specific duty it was to get us to Bill Miller's Riviera night club, where cocktails, hours d'oeuvres, a screening of the feature, food, and a look in at the regular show awaited.

Everything seemed to go off wonderfully, and the 20th Century-Fox crew, under the able leadership of Dave Golding, should take a bow for an enjoyable session that recalls the promotion days of yesterday.

COOPERATION: The entire theatre end of the business threw its support into civil defense recruiting with the opening of a campaign to use the area's 600 theatres as registration places to sign up one million volunteers. Gathered in Times Square was an honor guard of army personnel replete with band and flying flags, MGM executives of the city, representative exhibitors, and others.

Grover A. Whalen, coordinator of recruiting and public information, paid tribute to the industry for once again stepping in, and helping out when the need was urgent. Appeals for public support were made by Lieutenant General Willis D. Crittenger, commanding general, Headquarters First Army; Civil Defense Director Arthur Wallender; Edward Rugoff, president, Metropolitan Motion Picture Theatres Association; Harry Brandt, president, Independent Theatre Owners' Association, and Spyros Skouras, Jr., executive vice-president, Skouras Theatres Corporation.

It was expected that within a short period, all theatres in the area will have civil defense recruiting booths, and will be manned daily by volunteers at hours suggested by individual managers. In addition, recruiting posters will be displayed in lobbies, and trailers have been prepared to be used in conjunction with the drive.

FAME, FORTUNE, AND FACES: We spent about three hours in the very pleasant company of two personalities but yet the same man. He was Ed Gardner, of "Duffy's Tavern" fame, and he kept alternating between radio actor and writer

WB Sets New Drive For Division Managers

NEW YORK—Warners' annual sales drive has been set for the 17-week period from June 3-Sept. 29, and will honor the company's division sales managers, Ben Kalmenson, vice-president in charge of distribution, announced last week.

Sales heads to be honored will be Roy Haines, western division sales manager; Jules Lapidus, eastern and Canadian division sales manager; John Kirby, southern division sales manager, and Haskell Masters, Canadian district manager.

In addition to prizes for branch winners in the above groups, awards will be given to district managers finishing in first four positions.

Thirty-four productions will be included in the drive period.

Gardner and motion picture producer Gardner. He recently completed his first production venture, "The Man With My Face," starring Barry Nelson, the first feature to have been made completely in Puerto Rico.

He waxed enthusiastic about the production end of the business, saying that it gives him a great chance to get some ideas on entertainment off his chest and onto film so that everybody might benefit, the public, the exhibitors, and, naturally, himself as producer. From what he outlined to us, it seems that if this film clicks, he has several more films planned, one possibly to be made in Paris and one in Spain, if negotiations and story properties jell.

He financed "The Man With My Face" entirely on his own, it having cost \$300,000, and he felt that putting up his own money not only permitted him to make the film the way he wanted to without outside interference but also to express himself in the best entertaining light possible. He doesn't appear in the film himself, and doesn't think that he would do so in future films unless the part called for his type of talent.

"The Man With My Face" will be released by UA in June.

NOSTALGIA DEPT.: Hollywood stars of yesteryear gathered in the Museum of Modern Art to pay tribute to not only the industry and film capital but also to witness such commemoration via a screening of U-I's "Hollywood Story," which deals with, and blends, the Hollywood of today and yesterday. Present were Nita Naldi, Gilda Gray, Lila Lee, Carmel Myers, Neil Hamilton, Patsy Ruth Miller, Shelley Winters, Farley Granger, Charles Coburn, Josephine Hull, Luise Rainer, Percy Kilbride, and others.

GOLDWYN AND TELEVISION: Sam Goldwyn thinks well of television and the industry. Said he: "It's time somebody cut through all that gloom to come out and say that what we are about to witness is not the end of the motion picture industry but actually its very beginning. With expanding network operations in TV and the necessity of programming 16 hours a day of entertainment, TV has got to come to Hollywood for help. Building up a supply

(Continued on page 17)

"Caruso" Strong In New York Premiere

NEW YORK—Radio City Music Hall was way out in front last weekend with the rest of the Broadway first-runs reporting generally lack lustre returns. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"I WAS A COMMUNIST FOR THE F.B.I." (WB). Strand, with stage show, reported \$25,000 for Wednesday through Sunday, with the second week anticipated at \$30,000.

"APPOINTMENT WITH DANGER" (Para.). Paramount, with stage show, expected the opening week to tally \$57,000.

"THE LONG, DARK HALL" (UA-ELC). Rivoli claimed \$20,000 for the first week.

"I'D CLIMB THE HIGHEST MOUNTAIN" (20th-Fox). Roxy, with New York Philharmonic Orchestra heading stage show, garnered \$46,000 for Wednesday through Sunday, with the opening week bound to hit \$57,000.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, opened to \$96,000 from Thursday through Sunday, with the first week sure to hit \$155,000.

"THE THING" (RKO). Criterion announced \$39,000 for the second week.

"BORN YESTERDAY" (Col.). Victoria took in \$15,500 on the 20th week.

"VALENTINO" (Col.). Astor dropped to \$18,000 on the fourth week.

"APACHE DRUMS" (U-I). Loew's State tallied \$17,000 on the second week.

"MA AND PA KETTLE BACK ON THE FARM" (U-I). Capitol, with stage show, expected the opening week to reach \$30,000.

"FIGHTING COAST GUARD" (Rep.). Mayfair had a \$15,000 opening week.

Coast Theatres Cut Prices

LOS ANGELES—Fanchon and Marco last week announced the first big change in first-run admissions here in recent years with the setting of a flat 60-cent price for all seats at all times at the Hollywood and Downtown Paramount. Children accompanied by parents are admitted free, and those unaccompanied will pay nine cents.

It was also announced by Southside Theatres, an F and M affiliate, that the Southside and Balboa instituted the flat 60-cent policy, and that the Rio, Alto, and Mayfair have begun a flat 50-cent admission policy.

McWilliams Again Heads AMPA

NEW YORK—Harry K. McWilliams, Columbia, was last week reelected AMPA president. Others chosen are: Charles Simonelli, vice-president; Lige Brien, treasurer, and Anita McGee, secretary. The board includes the officers and Blanche Livingston, Gordon White, Vincent Trotta, Rutgers Neilson, and Miriam Brandon Moses. Trustees are Dave Bader, three years; Chester Friedman, two years, and Jacques Kopfstein, one year. The auditing committee consists of David Weshner, Leon Bamberger, and Charles Alicote.

20th-Fox Deadline May 24

NEW YORK—May 24 was last week set as the deadline for the filing by 20th-Fox of its plans for divorcement and divestiture. The order was signed by the statutory court.

Smith Leaves 20th-Fox; Lichtman Heads Sales

NEW YORK—The resignation of Andy W. Smith, Jr., vice-president and general sales manager, 20th Century-Fox, was announced last week by Spyros P. Skouras, president.

The company's distribution activities will continue to be directed by Al Lichtman, who has acted in this capacity for the past two years.

Eastern and western division sales managers are to be appointed under a new sales setup, under the supervision of Lichtman.

Lurie, WB Deal Off; Warners To Continue

NEW YORK—Harry M. Warner, president, Warner Brothers Pictures, Inc., last week announced that negotiations over the bid made by Louis R. Lurie and his associates for the stock personally owned by his brothers Albert, Jack, and himself have been ended most amicably.

He said further:

"While Mr. Lurie was prepared and willing to meet most of our preliminary stipulations, and others were still under consideration, we felt that we could not withdraw from the great undertaking which has been so vital a part of our lives. Originally we entered negotiations with Mr. Lurie only because he shared our respect and our feeling of responsibility to the company built over so long a period and to the valued personnel who have contributed to its many successes. When all was said and done, however, we could not sever ourselves, and we have determined to devote our entire attention to a schedule of motion picture productions which is probably the most forward looking in the history of this company.

"Our efforts in the matter of production and distribution will still be coupled with the reshaping of the Warner Theatre Circuit so that it complies with the legal decree, and still remains as a money earning entity. As a final word, I wish to express my regard and respect to Mr. Lurie. I have known him for 35 years as a brilliant and straightforward businessman. He has expressed a complete understanding of the feelings of Albert, Jack, and myself in this matter."

At a meeting of the board of directors of Warner Brothers Pictures, Inc., a dividend of 25 cents per share on the common stock was declared.

Gumbiner Files Chicago Suit

CHICAGO—A \$900,000 treble damage anti-trust suit was filed in federal court last week by Nathan Gumbiner, Commodore, against B and K Theatres and the major distributors. The complaint alleges that from January, 1937, to November, 1947, the defendants acted in concert to prevent the Commodore from exhibiting product earlier than the 66th day after conclusion of Loop first-run. It is further alleged that the defendants established, maintained, and enforced a price-fixing system under which all theatres, including the Commodore, were required to charge designated minimum prices, and conditioned the licensing of one feature upon the acceptance of another.

Record Charities Reports Highlight Quaker City Variety Clubs Meeting

PHILADELPHIA—Variety Clubs International wound up its 15th annual convention at the Bellevue-Stratford Hotel last week after four days of festivities and fruitful business sessions marked the meeting as one of the most memorable in Variety Clubs history.

Highlighting the first day's business session was the induction of Tent 40, Tokyo, Japan, by national ceremonial officer Jimmy Balmer, Pittsburgh. Representing the Tokyo tent was A. C. Humbert, RKO-Pathe representative in Japan. With International Chief Barker Marc J. Wolf presiding, the meeting was addressed by First Assistant Chief Barker Jack Beresin, Philadelphia; International Ring Master Bob O'Donnell, Dallas; International Press Guy Charles E. Lewis, New York; Executive Director Bill McCraw, Dallas; Property Master Murray Weiss, Boston; International Dough Guy George Eby, Pittsburgh, and National Heart Chairman Nate Golden, Washington, D. C.

On trade press coverage, Lewis suggested that all tents cooperate in handling Variety Club news in their local areas, and also recommended changes in the constitution to insure the Chief Barkers' meeting at least four times yearly with other officers, to clearly define the duties of all International officers, to change the method of selection of Humanitarian Award winners, and to effect certain revisions in the composition of the finance committee. Golden reported that tents have spent a total of \$2,600,000 for charity work during the past year, \$17,000,000 to date. Total assets of the clubs were reported by Eby to be \$111,396.

Wolf and the pistol-toting, colorfully dressed Las Vegas, Nev., delegation then met Faye Emerson as she arrived for a television broadcast, a highlight of the evening's entertainment program.

The second day's business session got under way with an eloquent memorial by McCraw to the late Carter Barron, executive aide to the International Chief Barker. Wolf then outlined the benefits of group insurance for individual tents, and, after Pacific Mutual Insurance Company representative answered questions from the floor, the delegates were polled on their views.

Convention chairman Victor Blanc urged the delegates to make immediate plans for boosting attendance at next year's meeting. Wolf then polled the delegates on whether they want to continue their agreements with AGVA for entertainment, and delegates voted approval for the constitutional provision for immediate Past Chief Barkers automatically to become International Canvassmen.

At the Heart Report session, the 40 tents pledged a total of \$2,454,797 for charitable activities for 1951-52. In a report on the IVC's Heart charity, the Will Rogers Memorial Hospital, Saranac Lake, N. Y., In-

ternational Heart Chairman Nate Golden stated that \$33,117 was spent during the past two years on improvements, and that \$150,000 is needed to operate the institution yearly. He said that plans are being made to move the staff into other quarters to make room for additional patients until a new wing is built. Lewis reported that IATSE President Richard Walsh has promised full support of the building program, and urged each tent to contribute its full support. The International pledged \$208,297 for hospital use during 1951-52.

Judges for the Heart Award were Jack Alicoate, Jay Emanuel, publisher, EXHIBITOR, and Red Kann.

Secretary of Commerce Charles Sawyer, honored guest at the luncheon which preceded the Heart Reports meeting offered words of encouragement for the industry, and cited the Variety Clubs as an important contribution to the American scene. Wolf presented the Secretary with a gold life membership card. Other Commerce Department officials present were Carlton Hayward, field service director, Washington, D. C., and William Parks, regional director, and Nate Golden, director, NPA's motion picture photographic equipment division.

Other activities were a fashion show featuring an appearance of Morton Downey, a dinner for canvassmen, and a dinner for delegates.

A later business session was marred by a heated exchange of words provoked by a discussion of whether the mid-winter meeting of the International should be abolished, with O'Donnell and Fred Coleman, Atlanta, the principals. After O'Donnell momentarily walked out of the meeting, the matter was tabled with a committee of seven appointed to prepare resolution to the effect that the mid-winter meetings will be continued, but they will not be empowered to enact any legislation affecting individual tents.

Other matters on the agenda were an application for a charter from Dublin, Ireland; an increase in McCraw's salary from \$12,000 to \$15,000 per year, approved unanimously, and a new project involving a cost-free jaunt to Europe in December, for army shows in West Berlin and Paris, and an all-star show in London as part of the Festival of Britain. Executive International officers and a host of name stars will make the trip.

The delegates also heard talks by MGM musical director Johnny Green and governor, Academy of Motion Picture Arts and Sciences, and Dr. Hamilton Missle, director of scholarships for boys, John Phillips Exeter Academy, Exeter, N. H., who indicated they are open to boys recommended by tents.

A trip to Garden State Park race track and the "Queen For A Day" show comprised the principal social activities of the third day.

(More VC Convention News on page 14)

Lippert Organizes TV Unit

CHICAGO—Robert L. Lippert, president, Lippert Productions, Inc., announced last week that he has formed a subsidiary company to make available for television his pictures played in 1946 in areas where there will be no conflict with theatres.

Lippert was here for a meeting with his midwest managers at which he gave a screening of "Little Big Horn."

PARAMOUNT DELIVERS...

MORE, BETTER, BIGGER PICTURES



PASSAGE WEST



starring
JOHN

PAYNE
DENNIS
O'KEEFE
ARLEEN
WHELAN

Color by
TECHNICOLOR

with
FRANK FAYLEN
MARY ANDERSON
PETER HANSON
RICHARD ROBER
MARY BETH HUGHES
GRIFF BARNETT

Directed by
LEWIS R. FOSTER
From a Story by
NEDRICK YOUNG
Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS
Written for the screen by
LEWIS R. FOSTER

DATE

TITLE

JULY

PINE and THOMAS'

Passage West

COLOR BY
TECHNICOLOR

BILLY WILDER'S

Ace In The Hole

AUGUST

HAL WALLIS'

Peking Express

HAL WALLIS'

That's My Boy

NAT HOLT'S

Warpath

COLOR BY
TECHNICOLOR

SEPTEMBER

FRANK CAPRA'S

Here Comes The Groom

GEORGE STEVENS'

A Place In The Sun

PERLBERG AND SEATON'S

Rhubarb

OCTOBER

PINE and THOMAS'

Crosswinds

COLOR BY
TECHNICOLOR

Submarine Command

GEORGE STEVENS'

Something To Live For

NOVEMBER

When Worlds Collide

COLOR BY
TECHNICOLOR

Darling, How Could You!

DECEMBER

PINE and THOMAS'

Hong Kong

COLOR BY
TECHNICOLOR

??? Hope Comedy

(TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POSTERS)

IN JULY

the first two of the 15 July-to-December attractions that answer your demands for quality-and-quantity product

CAST

JOHN PAYNE DENNIS O'KEEFE
ARLEEN WHELAN

KIRK DOUGLAS JAN STERLING

JOSEPH COTTEN CORINNE CALVET
EDMUND GWENN

JEAN MARTIN JERRY LEWIS

EDMOND O'BRIEN DEAN JAGGER
FORREST TUCKER POLLY BERGEN

BING CROSBY JANE WYMAN
FRANCHOT TONE ALEXIS SMITH

MONTGOMERY CLIFT ELIZABETH TAYLOR
SHELLEY WINTERS

RAY MILLAND JAN STERLING

JOHN PAYNE RHONDA FLEMING
FORREST TUCKER

WILLIAM HOLDEN NANCY OLSON
WILLIAM BENDIX

RAY MILLAND JOAN FONTAINE
TERESA WRIGHT

The producer of "Destination Moon" has made this new, and more startling interplanetary fantasy....

JOAN FONTAINE JOHN LUND
MONA FREEMAN

RONALD REAGAN RHONDA FLEMING

BOB HOPE HEDY LAMARR



KIRK DOUGLAS

In a Champion Role — the reporter who covers the greatest human interest story of our time.

ACE IN THE HOLE

with
JAN STERLING

who becomes a top-ranking star

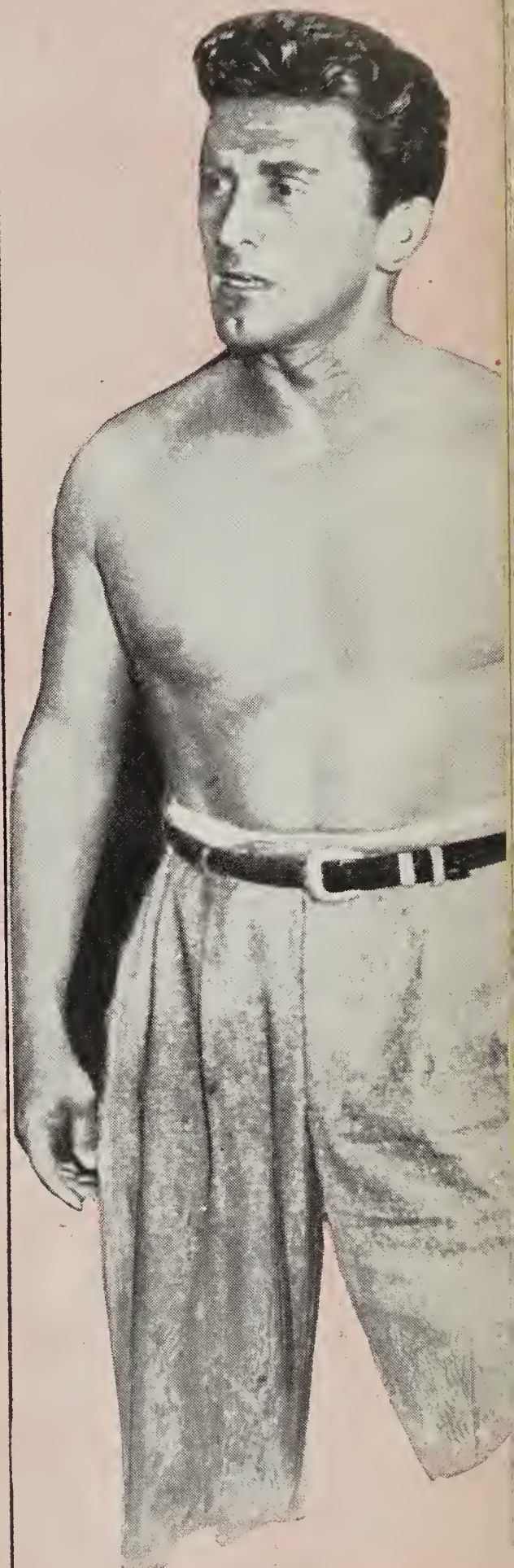
BOB ARTHUR · PORTER HALL

Produced and Directed by

BILLY WILDER

Lightning strikes again as Academy Award-winner Billy Wilder brings the screen another tremendous emotional wallop!

WRITTEN BY BILLY WILDER, LESSER SAMUELS AND WALTER NEWMAN



Nationally Advertised in
LIFE—LOOK—COLLIER'S and
The SATURDAY EVENING POST...

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Mr. Imperium"—Names will make the difference.

RKO Theatres Show \$1,195,578 Profit

NEW YORK—RKO Theatres President Sol A. Schwartz placed the circuit's 1950 earnings at \$1,195,578 on a pro forma basis, in a message to stockholders last week.

Earnings of the circuit in the first quarter of this year were \$441,942, equal to 11 cents per share of common. Profit from operations was listed as \$552,500, while profits from the sale of capital assets was set at \$370,703, and estimated income tax provision was put at \$552,500. The report shows a consolidated net profit in 1950 for RKO Theatres of \$2,375,578, after a provision for reserves of \$500,000. It was pointed out that no provision for federal income tax was required last year since the consolidated taxable profit of the theatres will be included in a consolidated tax return of RKO Corporation. The net loss of the other subsidiaries was large enough to more than offset the theatre companies' net profit.

Net worth of RKO Theatres as of Jan. 1 was nearly \$21,000,000, with a working capital of more than \$7,500,000. The long-term funded debt, reduced in the first quarter of this year by \$1,178,313 to \$22,339,500, bears a favorable interest rate of three per cent.

It was reported that all joint interests required to be ended under the consent decree have been disposed of, or are in the process of disposition. RKO Theatres subsidiaries now run 96 theatres, of which about a third are in New York City.

Paramount Payments Revealed

NEW YORK—Henry Ginsberg, who resigned last July as production chief for Paramount, will receive \$305,000 in installments in settlement of his employment contract, which expires on Nov. 24, 1951, it was disclosed last fortnight. He received \$193,000 last year from Paramount, of which \$145,000 was paid under the contract, and \$48,000 was an installment payment under the settlement.

Other payments to Paramount executives were reported: \$132,000 to Y. Frank Freeman; \$105,000 to Barney Balaban, plus \$20,800 expense allowance; \$91,000 to Austin C. Keough; \$44,200 to Fred Mohrhardt; \$34,950 to Paul Raibourn, plus \$7,800 expense allowance; \$51,900 to George Waltner, plus \$2,600 expense allowance, and \$78,000 to Adolph Zukor.

Ball Sues In Penna.

PHILADELPHIA—Harry Norman Ball, counsel for the Bryn Mawr, Bryn Mawr, Pa., filed an anti-trust suit last fortnight in U. S. District Court asking injunctive relief and unspecified damages against the major distributors, and alleging that the Bryn Mawr house had been relegated in back of the Ardmore, Pa., Wayne, Pa., and 69th Street area theatres.

Arkansas Exhibitors Hold Convention

LITTLE ROCK, ARK.—Television in Arkansas may become a reality within the next two years, the Independent Theatre Owners Association of Arkansas convention was told last week by television committee chairman Claude Mundo. Television applications are now pending at Little Rock. While there are no TV stations in the state, Memphis video stations cover eastern Arkansas.

The group's executive committee learned why their insurance rates have increased some 25 per cent, in a report from the Arkansas Inspection and Rating Bureau telling that the total fire loss in state theatres was \$260,182 for the period from 1945-1949, said to be 81 per cent of the premiums paid during that time. A five-man committee, headed by M. S. McCord, was appointed by the executive committee to check the validity of these figures.

J. Robert Hoff, Ballantyne Company sales manager, told the convention of exhibitors' complacency in the months since the institution of NPA's M-4 order banning new construction, and that this has created "a very serious threat to the continued existence of the theatre."

"If your theatre is not maintained as an attractive place to go," Hoff declared, "you will not be meeting the competition of television, ball parks, other attractions."

Hoff said he wanted to point out the possibility that the sale of new theatre equipment will be controlled, as in the last war, in the near future.

"At the present time," he continued, "particularly since the reclassification of theatre equipment into real and personal property, you as theatre owners have an opportunity to replace worn out and obsolete equipment. Whatever your particular preference is for equipment, I urge you to take stock now, and replace, and refurbish, your theatres while the opportunity is still available. It is impossible from one day to the next to tell just what new tack our government will take, and the tendency currently is for tighter and tighter controls."

Hoff recalled that NPA had agreed to consider new theatre applications where war industries create a need for a theatre or where a theatre would be beneficial. A third category sought, where population movements generally, without consideration to the war effort or war industries, show a need for a theatre, is being considered.

He concluded that serious overbuilding of theatres at the end of the present emergency could be avoided if normal processes of improvements and additions were allowed.

Sam Kirby was reelected president, with W. B. Sockwell, vice-president, and Jack Bomar, secretary-treasurer.

The conventioners approved the efforts of its executive committee toward having the excise tax collected on each person going to a drive-in instead of on each car. Kirby indicated that the committee had obtained promises of help from some legislators toward changing the law.

Committees were appointed to seek group fire insurance aid, to work out a code of ethics, asking drive-in cooperation, and to settle any dispute over prices.

This Was The Week When . . .

20th-Fox announced that "Smoky", "My Friend Flicka", "Thunderhead, Son Of Flicka", "Kentucky", "Jesse James", and "The Return Of Frank James" would be re-released in Technicolor. . . . Anna Neagle won an English equivalent of an Oscar for her performance in "Odette", UA release. . . . The Mystery Writers of America selected Paramount's "Appointment With Danger" as the first film to be awarded the organization's newly-created nomination seal for the best mystery of the year. . . . Final location shooting on Paramount's "The Greatest Show On Earth" will take place in Washington, D. C., and Philadelphia, when the circus plays under canvas for the first time this year. . . . Samuel Goldwyn announced an expenditure of \$8,500,000 and \$9,000,000 on four pictures to be produced between June and May, 1952. . . . COMPO revealed that Dick Pitts, of the staff, would speak five times in North Bellmore, L. I., twice in Atlanta, once in New York City, and once in East Rockaway, L. I. . . . The Woman's Home Companion selected "All About Eve", 20th-Fox release, as the finest film of the year.

Indonesian Demand Grows

NEW YORK—Indonesian or Malayan-made films make the greatest profits, and are the most popular, Joseph Lazar Hacobiantz, film distributor in Indonesia, declared last week. He pointed out, however, that native production is very small, and that the demand for American films is great.

With little competition from other forms of entertainment, movies are extremely popular in Indonesia. Films are so popular, Hacobiantz pointed out, that a thriving black market in theatre tickets exists. Although building restrictions prevent many new theatres from going up, a modern 1700-seat house is now being constructed in the capital city, Jakarta.

California Suit Dismissed

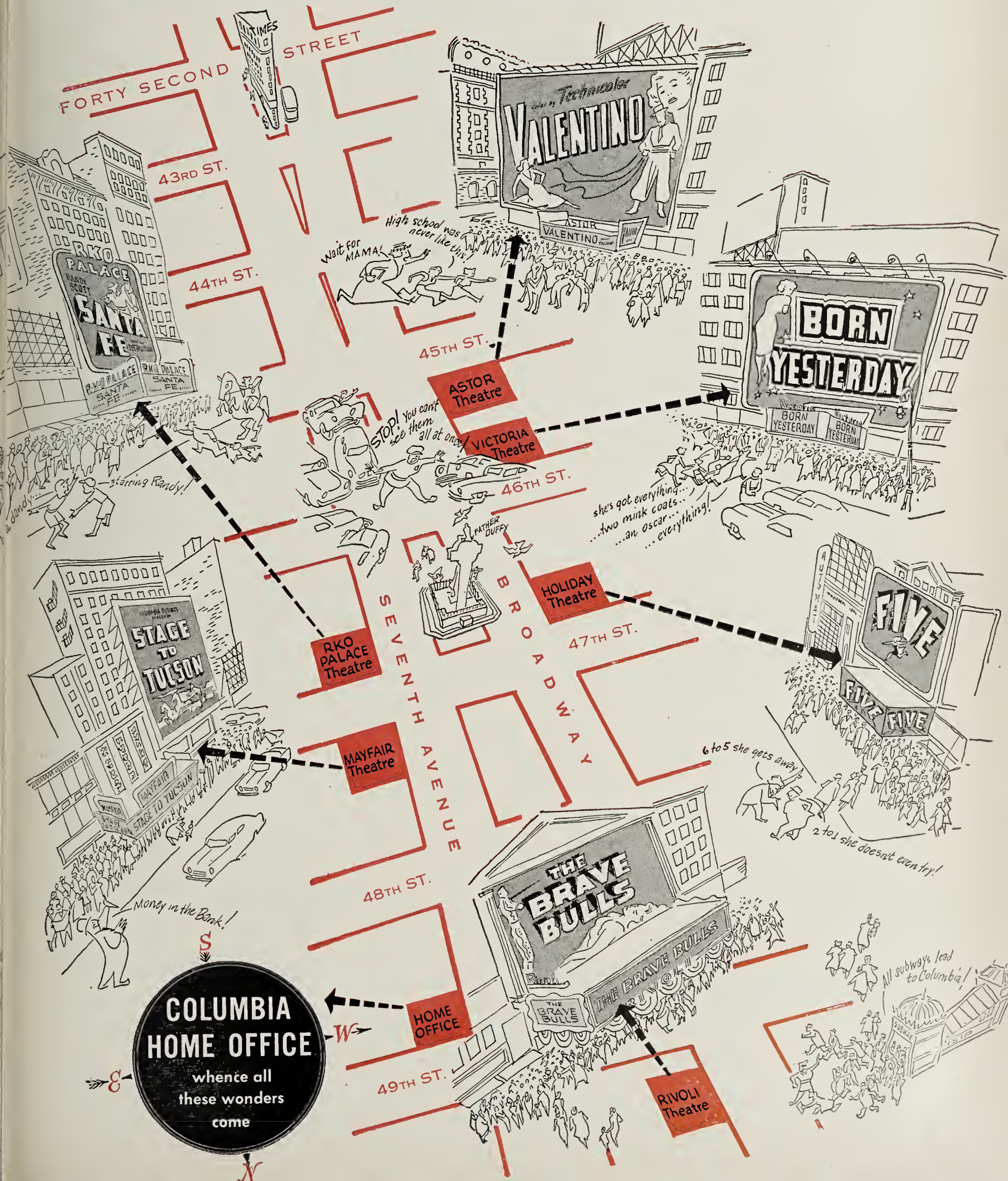
LOS ANGELES—It was learned last week that the anti-trust suit filed by Sam Poulos and A. J. Simos, Bakersfield, Cal., against Fox West Coast, six distributors, and National Theatres had been postponed on payment of a "substantial sum" by the defendants.

It had been alleged that the Rex, Bakersfield, Cal., owned by the plaintiffs, had been deprived of second-run product between 1935-39, and had been forced to sell to FWC.

Alleged price-cutting by drive-ins was condemned.

Also adopted were plans for annual voting in which state residents would vote for their favorite actress, actor, and western star, and awards to be given at a ball in January. An annual award to exhibitors will be made in honor of M. A. Lightman, Sr., Memphis, and C. A. Lick, Fort Smith, Ark., to be inaugurated at the 33rd annual meeting next year.

ALL OVER THE MAP!



PEOPLE

NEW YORK—Expansion of United Artists' permanent field staff continued with the announcement last week of the appointment of Charles Baron as field representative covering the Pittsburgh, Cleveland, and Detroit exchange areas. He joins the United Artists' force which now includes Max Miller, Philadelphia; Joseph Mansfield, Boston and New England; Milton Overman, Dallas and the southwest; H. M. "Addie" Addison, Atlanta and the south, and Peter Bayes, Denver and the Rocky Mountain region.

NEW YORK—Edward F. O'Connor has been appointed general manager, MGM sales and distribution office in Japan, it was announced last week by Morton A. Spring, first vice-president, Loew's International Corporation. O'Connor relinquishes the post regional director of the Far East. Seymour Mayer, an assistant to Spring, assumes the regional directorship of the Far and Near East, in addition to his regular duties.

HOLLYWOOD—Mervin Houser was last week engaged by RKO publicity director Perry Lieber to become assistant publicity director, RKO Studios. Houser will aid Lieber in directing the Wald-Krasna publicity as well as that of the studio. Linn Unkefer, assistant to Lieber for the past four years, will be placed in charge of all magazine publicity.

NEW YORK—Continuing the expansion of publicity facilities available to exhibitors and independent producers, Max E. Youngstein, United Artists vice-president and national director of advertising, publicity, and exploitation, last week announced the appointment of Ruth Cosgrove as radio and television contact for UA, working under Alfred H. Tamarin, publicity manager.

NEW YORK—Joseph A. Bisdale, supervisor of newsreel print operations, was last week promoted to assistant to Oscar A. Morgan, Paramount's general sales manager of short subjects and Paramount News. Bisdale replaces Stanley Chase, who resigned to go into business in Washington, D. C.

SALT LAKE CITY—Kenneth Lloyd, former 20th Century-Fox salesman, has been appointed branch manager, it was announced last week by Andy W. Smith, Jr., vice-president and general sales manager. Lloyd is replacing Charles Walker, who resigned to go into business for himself.

NEW YORK—Max E. Youngstein, United Artists' vice-president and national director of advertising, publicity, and exploitation, last week announced the appointment of Robert Goodfried and Wally Louis Heim as permanent UA field representatives, under Mori Krushen, exploitation manager.

LOS ANGELES—Arthur Burnham, veteran salesman of foreign language films, has joined the staff of Manhattan Films International as sales manager, it was announced last week by Robert I. Kronenberg, prexy.

NEW YORK—American Film Producers announced last week the appointment of Joseph R. Miller to the position of special representative, according to Robert Gross, executive producer.

Militant Talks Highlight NCA Meet

MINNEAPOLIS—A plea for industry tax relief and attacks on high film rentals, Confidential Reports, television, Phonovision, and penalty selling with its proposed retaliatory measures highlighted the North Central Allied convention last week.

President Ben Berger cited theatre closings as indicative of the need for tax relief as a means of easing industry distress, and indicated that he will submit his proposal for tax decreases to COMPO and National Allied. The NCA president also called for an arbitration board "as most healthful." He attacked the distributors' CRI and Sargoy and Stein, and warned that if auditing practices continue, exhibitors will be forced into severe retaliatory action.

The exhibitors heard National Allied President Trueman T. Rembusch assert that distribution has a well organized plan to squeeze every last dollar possible out of the exhibitor's grosses, and he said the only way to curb the alleged organization is by policing local exchanges. Rembusch called for an adoption by distributors of an incentive selling policy and abandonment of penalty selling. The use of recording machines by exhibitors when interviewing film salesmen was suggested by Rembusch as a means of revealing flagrant violations of the government decree.

While Rembusch contended that Phonovision and Skiatron hold no serious threats to exhibitors, he said their greatest danger lies in the possibility of the FCC granting microwave channels for theatre TV without granting VHF channels which would insure large affiliate theatres of a large-screen video monopoly.

Exhibitor contributions to COMPO total \$38,600, which has been more than matched by donations from distributing companies, Arthur L. Mayer, COMPO executive vice-president, said. Explaining that the exhibitor contributions covered 2,500 theatres, Mayer said most of the money came from large circuits.

Mayer made his revelation of COMPO financing in an appeal for more exhibitor contributions. At the same time, he made it plain that his faith in COMPO is greater than ever.

A proposal that the industry be declared a public utility unless relief was forthcoming from what he called the "extortion policy of distributors" was made by Berger.

About 175 exhibitors from Minnesota, North Dakota, South Dakota, and western Wisconsin attended.

Under his proposed suggestion, Berger said that distributors would have to sell pictures on fair terms. Continuing his fight on compulsory percentage, Berger demanded a halt, and said that there is "no reason for them."

Sol Lebedoff, former Minneapolis exhibitor, now of Los Angeles, declared that

LOS ANGELES—Seymour Peyser resigned last week as Fox West Coast advertising-publicity director, a post he has held since 1942. He plans a three-month vacation.

LONDON—K. N. Hargreaves, secretary and director, 20th-Fox, Ltd., and subsidiaries, resigned last week. He is joining General Film Distributors.

Beznor Sets Conference With Green And Lewis

MILWAUKEE—David Beznor, general counsel, Colosseum of Motion Picture Salesmen of America, last week announced that arrangements were being made for a conference with John L. Lewis, United Mine Workers, and William P. Green, American Federation of Labor, to discuss the problems created by the failure of the major distributors to reach an agreement with the Colosseum.

TV is the major factor that is hurting the industry. He pointed out that motion picture business is good in Denver, where there is no TV. He also urged cutting admission prices as a means of getting the public back in the theatres.

A need for better showmanship was stressed by Ben Marcus, president, Wisconsin Allied, and Jack Jackson, National Screen Service. Distributors have a responsibility in helping to sell the picture, Marcus said, and they should furnish more promotional material. An intelligent approach to the showmanship was urged by Jackson. "You have to know your customers and you have to know your product," he pointed out.

"If ever there was a business that called for new innovations and new ideas, it is this one," Abram F. Myers, counsel, Allied States, told the convention. He termed public relations important, but "the big thing is a nationwide campaign to promote the motion picture business" he said. "We are not in a depression, but something pretty close to it," Myers pointed out in explaining that the spending power of the public is committed almost to the last dollar. "Motion picture entertainment must be returned to the place it belongs," he demanded, "and this has to come from the grass roots."

Myers asked for a return to showmanship on the part of exhibitors, and said that greater numbers at exhibitor conventions showed the interest of theatremen in current problems.

Resolutions passed rapped distributor selling practices, and also requested National Allied to stop distributors from auditing theatres. A campaign to end compulsory percentage was also asked. A plea for the independent exhibitor was also made, pointing to the decline in grosses and rise in operation costs. If such relief is not forthcoming, a plan will be evolved by NCA along suggested lines.

At the suggestion of Rembusch, Republic was asked to reconsider any decision to sell its films to television, which had been reported recently.

Ted Mann, Minneapolis, was elected president, replacing Berger; Ernie Peaslee, Stillwater, Minn., first vice-president; Reno Risch, Appleton, Minn., second vice-president; Jack Wright, New Prague, Minn., secretary, and Martin Lebedoff, Minneapolis, treasurer.

Berger was named delegate to the board of National Allied.

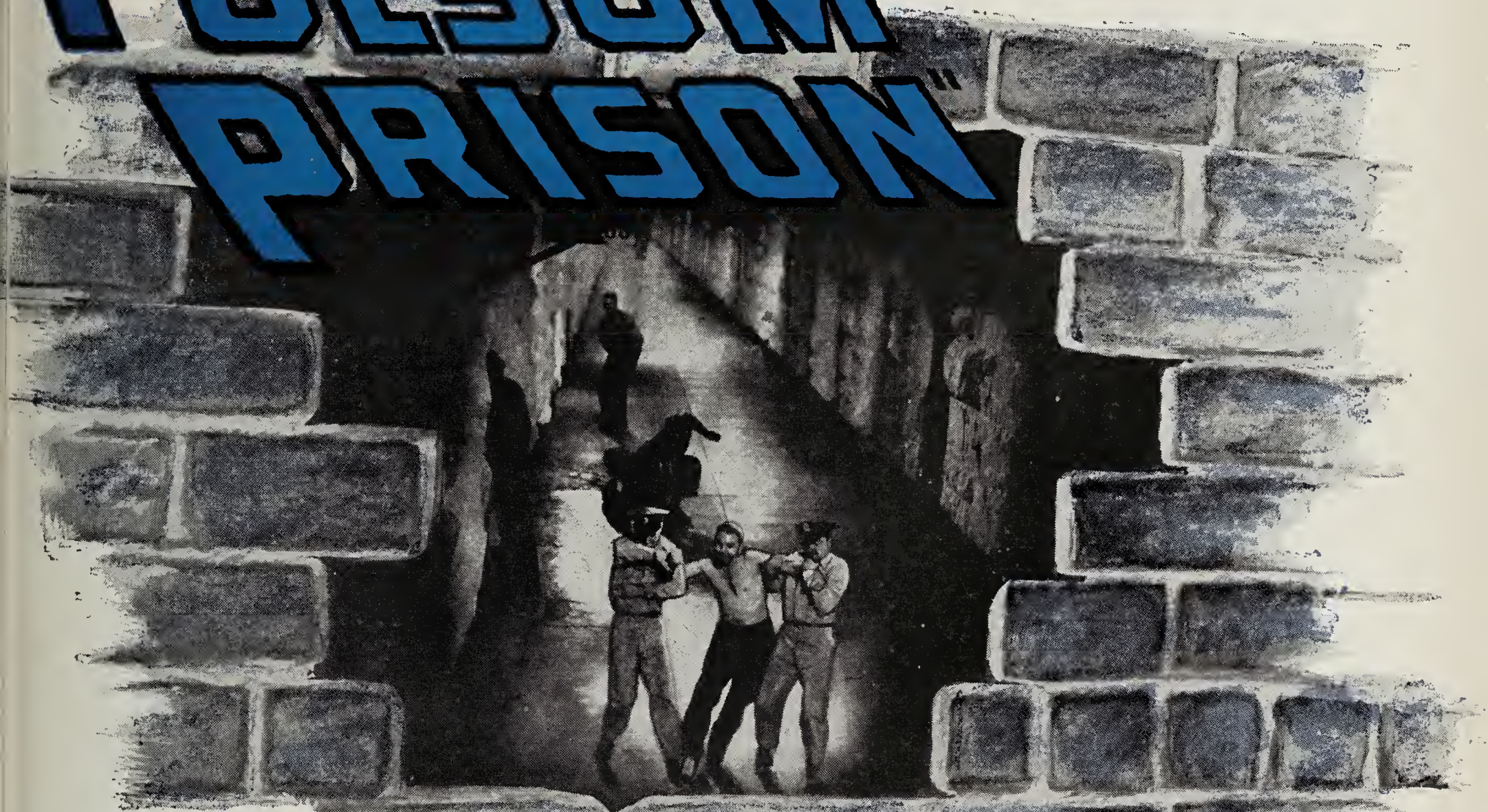
Stanley Kane continues as executive counsel, with 24 directors, 12 new as an advisory committee, and 12 reelected.

Vermont Tax Opposed

MONTPELIER, VT.—Exhibitors opposed the proposed 10 per cent admission tax at a hearing in the State House last week.

**FOR THE FIRST TIME
IN ITS 100-YEAR HISTORY
THE CAMERAS GO**

"INSIDE THE WALLS OF FOLSOM PRISON"



**AND OUT COMES
AS SENSATION-CROWDED
A WARNER ATTRACTION
AS EVER WAS SHOWN
INSIDE THE WALLS
OF A THEATRE!**

A story out of
the dark past
behind the
model prison
that Folsom
is today

STARRING

STEVE COCHRAN

DAVID BRIAN WITH PHILIP CAREY
TED de CORSIA
DOROTHY HART

Written and Directed by **CRANE WILBUR** Produced by **BRYAN FOY**



TRADE SHOW MAY 17

ALBANY Warner Screening Room 79 N. Pearl St. • 12:30 P.M.	BUFFALO Paramount Screening Room 464 Franklin St. • 2:00 P.M.	CINCINNATI RKO Palace Th. Screening Room Polare Th. Bldg. E. 6th • 8:00 P.M.	DENVER Paramount Screening Room 2100 Stout St. • 2:00 P.M.	INDIANAPOLIS 20th Century-Fox Screening Room 376 Ho. Illinois St. • 1:00 P.M.	LOS ANGELES Warner Screening Room 2025 S. Vermont Ave. • 2:00 P.M.	MINNEAPOLIS Warner Screening Room 1000 Currie Ave. • 2:00 P.M.	NEW YORK Home Office 321 W. 44th St. • 2:30 P.M.	PHILADELPHIA Warner Screening Room 230 No. 13th St. • 2:30 P.M.	SALT LAKE 20th Century-Fox Screening Room 216 East 1st South • 2:00 P.M.	ST. LOUIS Sienca Screening Room 2143 Olive St. • 1:00 P.M.
ATLANTA 20th Century-Fox Screening Room 197 Walton St. N.W. • 2:30 P.M.	CHARLOTTE 20th Century-Fox Screening Room 308 S. Church St. • 2:00 P.M.	CLEVELAND Warner Screening Room 2300 Payne Ave. • 8:30 P.M.	DES MOINES Paramount Screening Room 1125 High St. • 12:45 P.M.	JACKSONVILLE Florida Theatre Bldg. St. Rm 128 E. Forsyth St. • 2:30 P.M.	MEMPHIS 20th Century-Fox Screening Room 151 Vance Ave. • 2:00 P.M.	NEW HAVEN Warner Theatre Projection Room 70 College St. • 2:00 P.M.	OKLAHOMA 20th Century-Fox Screening Room 10 North Lee St. • 1:30 P.M.	PITTSBURGH 20th Century-Fox Screening Room 1715 Blvd. of Allies • 1:30 P.M.	SAN FRANCISCO Paramount Screening Room 205 Golden Gate Ave. • 1:30 P.M.	WASHINGTON Warner Theatre Building 13th & E Sts. N.W. • 10:00 A.M.
BOSTON RKO Screening Room 122 Arlington St. • 2:30 P.M.	CHICAGO Warner Screening Room 1307 So. Wabash Ave. • 1:30 P.M.	DALLAS 20th Century-Fox Screening Room 1803 Wood St. • 2:00 P.M.	DETROIT 20th Century-Fox Screening Room 2211 Cass Ave. • 2:00 P.M.	KANSAS CITY 20th Century-Fox Screening Room 1720 Wyandotte St. • 1:30 P.M.	MILWAUKEE Warner Theatre Screening Room 212 W. Wisconsin Ave. • 2:00 P.M.	NEW ORLEANS 20th Century-Fox Screening Room 200 S. Liberty St. • 8:00 P.M.	OMAHA 20th Century-Fox Screening Room 1502 Davenport St. • 1:00 P.M.	PORTLAND Jewel Box Screening Room 1947 N.W. Kearney St. • 2:00 P.M.	SEATTLE Modern Theatre 2400 Third Ave. • 10:30 A.M.	

Las Vegas In 1952; S. F. Gets Heart Award

PHILADELPHIA—Climaxing the last day of the 15th annual convention of Variety Clubs International last week was the selection of Las Vegas, Nev., as the 1952 meeting spot and giving the Heart Award to San Francisco for its work with blind babies and their parents.

All of the International officers were reelected unanimously.

The selection of Las Vegas was also by unanimous vote.

Trophies were awarded to the tent traveling the greatest distance to the convention, Tokyo, and to the tent with the greatest number of men present, Las Vegas.

Dr. Sidney Farber, Boston, one of the world's greatest cancer research specialists, addressed the convention, and paid tribute to the charity work in "everything" for children.

The revised constitution was approved as amended. The amendment calls for a continuance of the mid-winter meetings, but any action taken at these meetings is not binding until two-thirds of the individual tents approve within a 30-day period. In other words, the local autonomy of tents is preserved.

It was agreed that local tents support the Will Rogers Memorial Hospital by circulating the mile-long Christmas salutes.

By almost unbelievable coincidence, a baby girl born during the convention was abandoned at the Studio exactly 23 years after a similar incident in a Pittsburgh theatre. The board of directors of host Tent 13, in formal meeting, passed a resolution expressing intention to adopt the baby just as was done in Pittsburgh.

Loretta Young, Robert O'Donnell, and Ted Schlanger appeared at Philadelphia General Hospital to file formal papers of adoption with Dr. Luchessi, hospital superintendent.

Highlighted by the presentation of the Humanitarian Award to former ECA administrator Paul Hoffman on the Ken Murray telecast, an eloquent citation of Variety's work by Miss Young, and the announcement of San Francisco Tent 32 as winner of the Heart Award, the Midway banquet was one of the most colorful in years.

Philadelphia, Dayton, O., and Washington, D. C., were given honorable mentions, while the late Charles Trampe was honored for his consideration for the charity of the Milwaukee tent on his deathbed.

Spyros P. Skouras, president, 20th-Fox, one of many industry and government dignitaries on the dais, briefly addressed the banquet. Actor Robert Young told of the great promise for the future of the industry inherent in the enthusiasm of such men as Norman Krasna, Jerry Wald, Dore Schary, Stanley Kramer, and others.

A moving commendation of IVC's charity activities was made by Miss Young, and then came the announcement that the San Francisco tent had won the Heart Award. Rotus Harvey accepted the award.

The affair closed on the glowing note, with brief talks by many of those present, topped by the colorful electrical display arranged by William MacAvoy.

Convention director Vic Blanc paid tribute to everyone who assisted in the convention details. On the TV show, Murray singled out Stanley-Warners' Everett



Philadelphia's Mayor Bernard Samuel presents the key to the city to colorfully dressed members of the Las Vegas, Nev., delegation to last week's Variety Clubs International convention.

Exhibs Reassured On Equipment Buying

CHICAGO—Equipment manufacturers last fortnight reemphasized that the National Production Authority's Order M-4, while prohibiting the construction of both indoor and outdoor theatres, does permit consideration of requests for theatre construction in defense areas. The NPA is now also considering a request from the 35mm. Motion Picture Equipment Industry Advisory Committee to amend the order to permit construction of theatres in areas which are showing a population increase.

Order M-4, however, permits any theatre owner to spend in any one year up to \$5,000 for alteration and construction costs. This \$5,000 figure includes the cost of real property only, and the exhibitor can buy in addition all needed equipment classed as personal property. If an exhibitor feels he must spend more than \$5,000 for the real property and alteration costs, he may request approval to do so from NPA, using form F-24, which may be obtained from NPA local field offices. An exhibitor's chance of obtaining favorable consideration of such a request is believed to be dependent upon the amount of critical materials to be used in the alteration of the theatre.

In the event an exhibitor spends \$5,000 for alterations and construction of his theatre he can also spend as much more as he desires for all theatre equipment which is classed as personal property. All of these items can be purchased without seeking permission from NPA, nor is it necessary for the exhibitor to secure any priorities to purchase them, according to the equipment manufacturers.

Callow for his cooperation.

The convention journal came in for special praise at the meeting, and it was generally agreed that the color given to the confab by the Las Vegas helped make plenty of newspaper copy. TV, radio, and newspaper coverage throughout the four-day period was of the highest order.

National anthems of five countries opened the colorful dinner ceremonies.

Nate Sandler was stricken with a heart attack aboard a train bound for Philadelphia, and was hospitalized in Moline, Ill.

It was reported that the total membership is now 9,559, of whom 7,754 are resident barkers. Number of persons benefiting from charities is said to be 327,715 to date.

Rocky Mt. Allied Hears Trade Leaders

DENVER—Highlighting the convention of Allied Rocky Mountain Independent Theatres last week was an address by Charles Niles, National Allied treasurer, who declared that more prints and a lower mid-week price for admissions in theatres were needed.

He also covered the clearance situation, and charged that distributors are forcing clearances and runs to their own advantage.

U-I's Maurice Bergman asked that exhibitors work to help make friends for theatres and the industry.

The convention was opened by President John Wolfberg, who reviewed the highlights of the campaign against Daylight Saving Time, which was voted on last week.

Abram F. Myers, National Allied general counsel, discussed COMPO and its aims, and declared that COMPO should concentrate on trying to get people back to the theatre.

Myers said that the only justification for competitive bidding would be if the exhibitor were frozen from his logical run, but that this could be arbitrated, with no litigation.

H. M. Richey, MGM exhibitor relations chief, said that the next two years hold the key to the future of the business. He declared that conditions should improve in that period but that during that period the trade should get its house in order, and resell motion pictures to the teenagers, reestablishing the theatre as a community center.

Officers will be elected at the January meeting.

UA Holds Meetings

CHICAGO—The UA sales convention was repeated this week in 32 branch offices, it was announced by William J. Heineman, UA vice-president in charge of sales.

The branch managers left with instructions to repeat the entire program of the sales convention to their respective offices. The meet wound up with division and district meetings, supervised by Heineman and Max E. Youngstein, UA vice-president and national director of advertising, publicity, and exploitation, which were attended also by Bernard Kranze, Heineman's executive assistant; Nat Nathanson, eastern-Canadian division manager; Milton E. Cohen, western-southern division manager, and district managers Moe Dodelson, William Laird, Charles Chaplin, J. J. O'Loughlin, Fred Meyers, James Velde, and Jerome Safron.

The launching of a "Cyrano Oscar Derby" contest for exhibitors and United Artists branch managers was announced.

The contest will offer two theatre managers, who create outstanding showmanship campaigns, and two United Artists branch managers, whose offices turn in outstanding business, the opportunity to attend the Academy Awards celebration in Hollywood in 1952. Wives of winning exhibitors and branch managers will accompany their husbands on the all-expense paid trip to Hollywood.

Second prizes of \$500 bonds will be awarded two runner-up exhibitors and two branch managers.

If your mind is on this figure → (don't let us bother you)



BUT if it's on this figure →

FIGURE ON

The MAN FROM PLANET X

The WEIRDEST visitor the Earth has ever seen!

"The MAN from PLANET X" starring ROBERT CLARKE • MARGARET FIELD • WILLIAM SCHALLERT
Directed by Edgar G. Ulmer • Written and Produced by Aubrey Wisberg and Jack Pollexfen

FACTS TO FIGURE ON!

SAN FRANCISCO
PARAMOUNT THEATRE

A boxoffice gold rush for holdover business and wow returns!

NEW YORK
MAYFAIR THEATRE

Sock opening plus holdover business!

PHILADELPHIA
STANTON THEATRE

Opening to one of the biggest takes in UA history.

And this is only the beginning!

WATCH THE DOUGH ROLL IN AND THE FIGURES FLY IN CINCINNATI, DETROIT, TRENTON, NEW BRUNSWICK, BALTIMORE, CHICAGO AND HUNDREDS OF OTHER SITUATIONS POURING IN EVERY HOUR—EVERY DAY—FOR ALL OUT, ALL THE WAY GREAT BALLYHOO RETURNS!

TRADE RAVES!

should reap a tidy profit for all concerned!" —Daily Variety

an exploitation natural!"

—Hollywood Reporter

diverting. Delivers excitement and has appeal!" —Film Daily

"Absorbing, thrilling for all!" —Showmen's

"For excellent returns in ballyhoo market. Builds strong mood and sustained suspense!" —Variety

"No question about business. Aces back-to-back!" MP Herald

"A natural!" —Boxoffice

"A boxoffice bonanza. An ace-high merchandising product!" —MP Daily

Released thru

UA

NPA Makes Changes Chairs Ruled Personal

WASHINGTON—It was announced last week by Nathan D. Golden, chief, motion picture-photographic products division, National Production Authority, Department of Commerce, that the NPA had modified its list of theatre equipment, classified as to personal and real property.

Now classed as personal property, rather than real, are unit air-conditioners without ducts, auditorium chairs, water coolers, and soda fountains.

It was also pointed out that the amendment to order M-4 included a liberalization of construction regulations by providing for an additional exemption: "installation of personal property, fixtures or equipment where the total cost incurred for installation does not exceed \$2000.

The changes came as the result of protests from manufacturers and theatre equipment dealers.

Skiatron Seeks Exhib Tieups

NEW YORK—It was learned last fortnight that Skiatron Electronics and Television Corporation will bid for theatre operators' cooperation in obtaining new pictures for its Subscriber-Vision system when it receives Federal Communications Commission okeh to inaugurate commercial service. Skiatron will shortly file an application with FCC for a 90-day trial run of Subscriber-Vision in the Greater New York area.

The working agreement with theatre-men would include provision for the sale of Subscriber-Vision IBM decoding cards at boxoffices, and, in the event that the Skiatron film attraction was identical with the current theatre attraction, the payment to the theatre of a stated amount for each decoding card sold within one-half mile of the theatre, regardless of whether the card was sold by the theatre boxoffice or some other agency.

Para. Product Highlighted

NEW YORK—Paramount's product lineup for the second half of the year will be highlighted for exhibitors and the public through a specially designed advertising campaign that will continue until all the pictures are well into release, according to Jerry Pickman, Paramount's national director of advertising, publicity, and exploitation, last week.

The ads that make up this campaign will announce the pictures for a given month, indicate salient selling angles of approaching releases, and report the boxoffice performance of those already in release.

WANT TO SELL LEASES FOR TWO THEATRES

Located in Suffolk Co., L. I., N. Y.

"A" Theatre is first run, has 535 seats with loge and there is a 48 year lease. It is brand new, with all equipment owned outright by the tenant. "B" Theatre has 300 seats and a subsequent run and carries a ten-year lease. All equipment is owned by the landlord.

The theatres are ten miles apart and \$60,000 will cover both with terms arranged if desired. Returns on both houses are good and reason for offer to sell is personal. Full information can be had by writing

BOX 89

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.



Claire Phillips, noted American espionage agent in the Philippines during World War II, meets Vice-President Alben Barkley in Washington, D.C., during her recent visit there for the world premiere at RKO Keith's of Allied Artists' "I Was an American Spy," based on her experiences.

Para. Stockholders Voting On June 5

NEW YORK—Stockholders of Paramount Pictures Corporation were informed last week in a proxy statement that the company plans to eliminate the 342,694 shares of common stock it bought since June 5, 1950, rather than hold them in the treasury. It was further announced that a meeting will be held on June 5 for election of a new board of directors, and to effect reduction of capital stock in accordance with the elimination of the shares bought for retirement.

Board of directors nominees for the coming year are Barney Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan Harris, John D. Hertz, Austin Keough, Earl I. McClintock, Fred Mohrhardt, Maurice Newton, Paul Raibourn, Edwin Weisl, George Weltner, and Adolph Zukor. Stephen Callaghan, who resigned last month, and Harvey D. Gibson, who died last year, will not be replaced.

The proxy statement disclosed that the number of outstanding shares of common stock is 2,268,985, and that the salaries of top executives were as follows: Balaban, \$105,000; Freeman, \$132,500; Keough, \$91,000; Mohrhardt, \$44,200; Raibourn, \$34,950; Weisl, \$5,000; Weltner, \$51,900; Zukor, \$78,000, and Henry Ginsberg, \$193,000. Not included in those figures are expense allowances ranging from \$2,600 to \$20,800.

Einfeld Meets Ambassador

BUENOS AIRES—Charles Einfeld, vice-president, 20th Century-Fox, last week held a lengthy meeting with U. S. Ambassador Ellsworth Bunker on film distribution problems in Argentina. Also in the discussion were plans for the forthcoming production of the company's Argentine story "The Way Of A Gaucho," to be wholly filmed in the South American country. Einfeld was recently feted at dinner by a large delegation of Buenos Aires exhibitors. Einfeld also was honored at a luncheon given by the important Lococo Circuit.

New Chicago Suit Filed

CHICAGO—A new anti-trust suit was filed last week by Nick DeLucca, Norwali. Brought in U. S. District Court, it asks for \$216,000 damages. Named are the eight majors, Great States, B and K, Warner Theatres, Loomis, and Metropole Theatres.

"Miracle" Ban Reaffirmed In NY

ALBANY—In a decision last week, the Appellate Division, Third Department, affirmed the action of the New York State Board of Regents in voting to revoke the exhibition license of "The Miracle", Italian import, on the grounds that it was "sacriligious." The affirmation was unanimous.

The appeal had been brought by Joseph Burstyn, Inc., distributor.

It was indicated that another appeal would be filed with the State Court of Appeals.

In an opinion written by Justice Sydney F. Foster, the court ruled:

"We do not regard such an issue as an open one in this court. Motion pictures have been judicially declared to be entertainment spectacles, and not part of the press or organs of public opinion, and hence subject to state censorship.

"The statute does not muzzle either free speech or a free press, all it purports to do is to bar visual caricature of religious belief's held sacred by one sect or another, and such a bar, in our opinion, is not a denial of religious freedom."

"It seems most unlikely from a practical standpoint that the legislature intended to leave the authorities helpless in a case where, through misconception or inadvertance on the part of the Motion Picture Division, a film was illegally licensed."

More Petitions In NSS Suit

PHILADELPHIA—Petitions were filed last week for 234 additional independent exhibitors, representing 400 theatres all over the country, by Francis Anderson, William A. Gray's office, in U. S. District Court before Judge James P. McGranery, asking permission to intervene in the action of Max M. Korr and Rio Haven Corporation in connection with the anti-trust suit against National Screen Service.

Louis Nizer, NSS counsel, moved for dismissal as he questioned that these intervenors would adequately represent the entire "class." He also moved for a "closing of the door" on other intervenors. Harry Brandt, ITOA of New York, intervened as a "friend of the court."

Anderson moved for a look at NSS books to ascertain existence of a "slush" fund. All motions were taken under advisement.

WB Sets 73 Shorts

HOLLYWOOD—Warners will produce 73 short subjects and cartoons for the 1951-52 season, it was announced last week.

Among the 30 cartoons are the "Bugs Bunny" and "Tweetie" comedies. A breakdown of the 43 short subjects is as follows: eight two-reel Technicolor films, 10 "Sports Parades", six two-reel black and white shorts, seven one-reel black and white shorts, six "Melody Master" bands, and six "Joe McDoakes Comedies."

Chicago Exhibitor Sues

CHICAGO—An anti-trust suit seeking \$450,000 damages was filed in federal court last fortnight by George Topper, owner, Star and Garter. Defendants are Paramount, RKO, 20th-Fox, Loew's, U-I, UA, and B and K. The damages sought cover the period from July, 1930 to July, 1946, with the plaintiff alleging he was forced to play 26 weeks after Loop runs.

MGM Giving Exhibs Relief Where Needed

NEW YORK—Discussing the current theatre situation, William F. Rodgers, MGM vice-president and general sales manager, at the general sales conference of field sales managers and home office executives last week stated, "Where MGM branch, district, and sales managers know relief is necessary to keep theatres open, every effort should be made to do so, and never let it be said that MGM contributed to the closing of any theatre."

He asked sales executives to make every effort to do whatever MGM can to keep theatres in operation, where it is at all feasible.

The problem of drive-in policies was amplified and clarified later.

Among the topics discussed were free admissions, excessive passes, giveaways, admitting busloads of patrons at a specified price, etc. Where such conditions exist, and constitute what might be considered unfair competition with other theatres, in the area, field executives were asked to examine carefully each individual situation so that it could be determined what steps might be taken to keep such practices from spreading.

Rodgers stated that he did not believe such offenders were entitled to the same availability as theatres which operate on a legitimate basis, and emphasized that, consistent with the company's legal obligations, all steps possible would be taken to minimize the extent of such unfair competition.

Topics regarding sales policies were also discussed. It was decided that one other picture would be added to the summer schedule, "Teresa," which will make a total of 12 for the three months starting on June 8. This will also give the company four releases a month for the summer months. Whereas "The Thin Knife" was originally scheduled for July 27, "Teresa" will replace it on this date, and "The Thin Knife" will now be released on Aug. 3.

The following is the revised schedule for the summer months:

June: "The People We Love", "Mr. Imperium", "No Questions Asked", and "Excuse My Dust"; July: "Kind Lady", "Show Boat", "The Law And Lady Loverly", and "Teresa"; August: "The Thin Knife", "Rich, Young And Pretty", "Calling

Pa. Senator Martin Defends Industry

WASHINGTON—Senator Edward Martin, Republican, Pennsylvania, last week, in discussing the Hollywood hearings in his weekly record for use by radio stations throughout Pennsylvania, said that "although the Communist high command made a definite drive to control motion pictures, that drive failed, and the majority of Hollywood workers have always been decent, patriotic, and anti-Communist." He concluded by saying, "Today, the danger has been removed, and the motion picture industry is on its guard to prevent any Communist taint."

Georgia Exhibitors Hold Annual Meeting

ATLANTA—The fourth annual convention of the Theatre Owners and Operators of Georgia opened on May 14 at the Biltmore Hotel, with the three-day session scheduled to take up many industry problems under the direction of President J. H. Thompson.

Due to be heard were: Sam Pinanski, president, Theatre Owners of America; Maurice Bergman, Universal-International; Mike Simons, MGM; Dick Pitts, MPAA; Harry Ballance, 20th Century-Fox; Walter Titus, Republic; Robert Lippert, Lippert Productions; Bob Mochrie, RKO; Hugh Owen, Paramount, and Morgan Hudgins, MGM, among others.

Bulldog Drummond", and "An American In Paris."

The widest possible circulation given a picture was pledged for "Teresa" by Rodgers and his six MGM field sales managers. Rodgers and his home office and field aides promised full support and cooperation on distribution and playdates following a talk by Arthur M. Loew, president, Loew's International, and producer of the picture.

Others who attended but did not speak included Howard Dietz, vice-president and director of advertising, publicity, and exploitation; Silas F. Seadler, advertising manager; Dan S. Terrell, exploitation head, and John Joseph, publicity manager.

Konecoff

(Continued from page 6)

film library for TV stations around the country, and replenishing it regularly, will require a vast quantity of product and let's hope quality, too. Talented TV entertainers simply will not replace movies, in whichever manner movies are presented."

The last six words are particularly significant if one wants to think that maybe Goldwyn might go into the production of films for distribution to other than theatre channels. It should also be noted that exhibitors are left out of his planning in his statement.

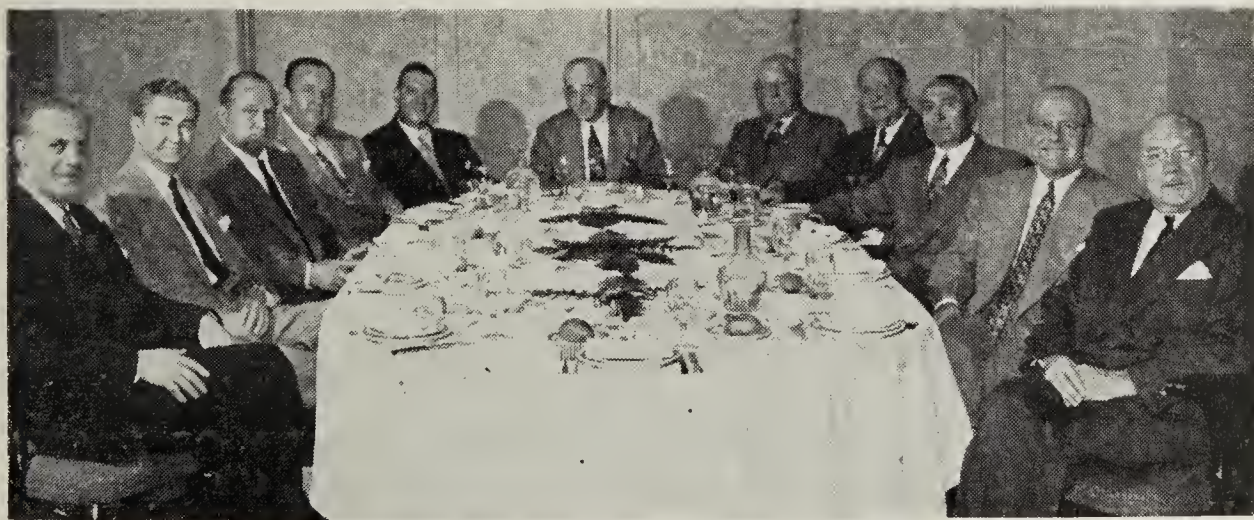
THE METROPOLITAN SCENE: Leo Brody, former ELC publicity manager, became a father for the second time when his wife presented him with a bouncing boy, Robert Joseph. . . . Malvina and Ken McEldowney are very happy that UA will release "The River" in the fall on a road-show basis. . . . One of our favorite girl "Fridays," Charlotte Malamud, secretary to Paramount publicity manager Mort Nathanson, is not only lovely but engaged as of last week. . . . The personal appearance of "Clarabell," famous clown of the Howdy-Doody television show, is being booked like mad for kiddie shows since his initial successes some time back, and many are repeating the booking. Abe Feinberg is handling. . . . "The Thing" is doing record biz at the Criterion. . . . The National Father's Day Committee asks us to remind you that pop is honored this year on June 17. . . . Ruth Cosgrove was confirmed as radio and television contact for UA. . . . Theatrical Protective Union Number One joined the Blue Cross family. . . . UA is out with a couple of gay mailing pieces on "Fabiola" and "The Man From Planet X." . . . Percy Kilbride is in to appear with the latest Kettle epic at the Capitol, and to promote the film. . . . Walt Disney and Terrytoon were represented at a cartoon exhibit at the Metropolitan Museum of Art. . . . A special four-page pamphlet is going out from Newsweek magazine on "I Was A Communist For The FBI." . . . The Santa Fe railroad is distributing folders in all ticket offices and stations calling attention to the Columbia feature, "Santa Fe." . . . Okeh pressbooks are in on "The Last Outpost" and "The Guy Who Came Back." . . . An attractive mailing piece is out by RKO's Leon Bamberger on "My Forbidden Past."

Tax Collections Down

WASHINGTON—The Treasury Department last week reported that the general admissions tax collections in March, reflecting February business, dropped to \$25,625,450 from a total of \$32,910,333 collected in March, 1950. Collections from all admissions sources amounted to \$28,900,924.

Dipson Decision Reserved

NEW YORK—The U. S. Court of Appeals last week reserved decision on an appeal by Dipson Theatres from a dismissal of its anti-trust suit against the majors.



William F. Rodgers, MGM vice-president and general sales manager, gathers his field sales managers and immediate home office aides at a recent mid-seasonal three-day conference in New York City. Flanking Rodgers on the left are Edward M. Saunders, assistant general sales manager; George A. Hickey, western sales manager; Rudy Berger, southern sales manager; John J. Maloney, central sales manager, and H. M. Richey, in charge of exhibitor relations. On Rodgers' right are Charles M. Reagan, sales executive; Burtus Bishop, Jr., midwestern sales manager; John P. Byrne, eastern sales manager; John S. Allen, southwestern sales manager, and Herman Ripps, who is field assistant to sales manager, Byrne.

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MISCELLANEOUS

Newsreels

IN ALL FIVE:

Louisville: The Kentucky Derby.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 38) Washington: President Truman defends policy in Korea as way to peace. Korea: UN forces smash Red offensive. Indo-China: French advance against Reds (except Washington, D. C., and Kansas City). Winchester, Va.: Apple blossom time (only Washington). Dodge City, Ia.: Boot Hill fiesta (Kansas City only).

NEWS OF THE DAY (Vol. XXII, No. 272) Washington: President Truman defends policy in Korea as way to peace. Korea: UN forces smash Red offensive. England: King opens Festival of Britain (except Washington). Winchester, Va.: Apple blossom time (Washington only).

PARAMOUNT NEWS (No. 75) Washington: President Truman defends policy in Korea as way to peace; Secretary of Defense Marshall defends war policies. India: Holy Men hold "spiritual parliament" for world peace in Delhi. England: King opens Festival of Britain.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 454) Seattle: Korea troops home. Indo-China: French advance against Reds. Winchester, Va.: Apple blossom time (Washington only).

WARNER PATHE NEWS (Vol. 22, No. 77) Washington: President Truman defends policy in Korea as way to peace. Korea: UN forces smash Red offensive. England: King opens Festival of Britain.

TELENEWS DIGEST (Vol. V, No. 19-A) Washington: MacArthur hearings. England: King opens Festival of Britain. Seattle: Korea troops home. Korea: British Commando raid.

IN ALL FIVE:

New York: Vogeler home from Hungary.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 37) Washington: General MacArthur testifies. Washington: Kefauver report. New York: Israel's Ben Gurion arrives. Korea: Captain Jabara, war ace. Annapolis, Md.: Aviation cadets get dunked (except Atlanta and Memphis). Murfreesboro, Tenn.: Home town hails Mrs. MacArthur (Atlanta and Memphis only). Peoria, Ill.: All-American Girls Baseball League teams



Frank H. Ricketson, Jr., second from left, president, Fox Inter-Mountain Theatres, accepts the Anti-Defamation League's Democratic Legacy citation from Federal Judge William L. Knous at a recent Civil Rights Day banquet in Denver, while looking on are O. A. Knight, left, president, Oil Workers International, and Edward Miller, chairman, Anti-Defamation League. Ricketson was presented the award for "his devoted service to the preservation and enrichment of our heritage."

train. Lewiston, Idaho: Motorcycle hill climb.

NEWS OF THE DAY (Vol. XXII, No. 271) Washington: Kefauver report. Annapolis, Md.: Aviation cadets get dunked. New York: Israel's Ben Gurion arrives (except Chicago). Korea: Captain Jabara, war ace. Washington: General MacArthur testifies (except Memphis, Atlanta, and New Orleans). Murfreesboro, Tenn.: Home town hails Mrs. MacArthur (Memphis, Atlanta, and New Orleans only). Peoria, Ill.: All-American Girls Baseball League teams train (only Chicago). Germany: International ring bout.

PARAMOUNT NEWS (No. 74). New York City, East, and West Berlin: May Day. Washington: Israel's Ben Gurion on visit. Washington: General MacArthur testifies.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 453) Washington: General MacArthur testifies. New York: Israel's Ben Gurion arrives. Los Angeles: American Association for the United Nations hears Dr. Ralph Bunche. Korea: Captain Jabara, war ace. Annapolis, Md.: Aviation cadets get dunked. Atlanta: Film stars aid bond drive. Murfreesboro, Tenn.: Home town hails Mrs. MacArthur (Atlanta and Memphis only).

WARNER PATHE NEWS (Vol. 22, No. 76) Washington: General MacArthur testifies. Murfreesboro, Tenn.: Home town hails Mrs. MacArthur. Washington: Israel's Ben Gurion on visit. Korea: Bomber jets help UN smash Red offensive. East and West Berlin: May Day. Vienna: Moment of amity. Ideas for Americans: R. Ralph W. Sockman.

TELENEWS DIGEST (Vol. V, No. 18-B) Korea: Inside a UN camp for Red Chinese prisoners. New York: Vogeler home from Hungary. New York, Berlin, Czechoslovakia, and Munich: May Day. France: SHAPE's Paris headquarters. West Germany: Special police.

NATIONAL LEGION OF DECENCY

May 10, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Last Outpost" (Para.); "Sealed Cargo" (RKO); "Smugglers' Gold" (Col.); UNOBJECTIONABLE FOR ADULTS: "Bullfighter And The Lady" (Rep.); "Fabiola" (English version) (UA); "Five" (Col.); "The Medium" (Athena); "Mr. Imperium" (MGM);

Milwaukee Exhibitors Sue

MILWAUKEE—The Colonial Amusement Company, owner, Colonial, last fortnight filed a \$1,500,000 anti-trust suit in federal court against the eight majors. Named were Loew's, Paramount, RKO, 20th-Fox, Columbia, Warners, and Warner Brothers Circuit Management Corporation. The Colonial's complaint alleges that since 1930 Fox and Warners have owned and operated theatres in Milwaukee County "to the detriment of independent theatres." The Colonial figures its loss in profits at more than \$500,000 since 1930. It seeks trebled damages under the Clayton and Sherman anti-trust acts.

Record Tieup Winners Revealed

NEW YORK—MGM Records last week announced the prize winners in its "Pagan Love Song" window display contest.

In first place was Paul A. Schmitt, Paul A. Schmitt Music Company, Minneapolis, who cooperated with Don Alexander, Minnesota Amusement Company. Prize money was \$100. Second prize, \$50, was won by Elmer Vecsey, Modern Music Shop, Bronx, and William Anelante, Loew's American, Parkchester, Bronx. Third prize, \$30, was taken by R. W. Reaney, Chidester's, Ottumwa, Ia., jointly with Kenneth Shipley, Capitol.

For Real Coverage Of Happenings In Your Area, Read This Publication.

"Sam" Receives Honors

NEW YORK—Paramount's Pacemaker short subject, "Young Doctor Sam," was awarded a third place prize in the field of 35mm. motion pictures by the Freedom Foundation, Inc., in ceremonies last week at Columbia University.

The only single reel black and white short to be so honored in the competition, "Young Doctor Sam" was written, directed, and produced by Justin Herman. He, along with Oscar A. Morgan, general sales manager, short subjects and Paramount News, accepted the award on behalf of Paramount.

A. W. Schwalberg Feted

NEW YORK—A. W. Schwalberg, president, Paramount Film Distributing Corporation, was to be honored for his contribution to the industry during his 30 years of service at a testimonial dinner tendered by his associates last night (May 15) at the Waldorf Astoria Hotel.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

"Passage West" (Para.); "Take Care Of My Little Girl" (20th-Fox); "The Thing" (RKO); OBJECTIONABLE IN PART: "Danger Zone" (Lippert); "Inside The Walls Of Folsom Prison" (WB); "No Place For Jennifer" (Stratford); "Strangers On A Train" (WB); CONDEMNED: "She Shoulda Said No" ("Wild Weed") (Hallmark).

NATIONAL BOARD OF REVIEW

April 28, 1951

STARRED SELECTED FEATURES: "The Browning Version" (English-made) (U-I); "The Medium" (Italian-made) (Athena); SELECTED FEATURES: "He Ran All The Way" (UA); "The Man With My Face" (Made in Puerto Rico) (UA); "The Thing" (RKO).

FOR SALE MOVIE BUSINESS and EQUIPMENT

In small town—RCA High Fidelity Sound, Simplex rear shutter projectors, Strong lamps and rectifiers, over 200 upholstered seats, oil heating system, and an excellent air conditioning unit. Other items. Reasonable. Equipment may be moved or building leased.

Contact—Marion Rosin—Phone 2011
CHESAPEAKE CITY, MD.



The Editor Speaks

I WONDER whether any of the Senators from Washington currently tearing Hollywood to shreds with their Communist hunt would care to have the name of my mailman.



PAUL MANNING

Perhaps they should, as he seems to be as guilty as some of the Hollywood people who once made a mistake. Knowing that I was of the movie press, this real American guy told me that he really felt sorry for the poor stars being harassed. It seems that he, too, made the same mistake. When he re-

turned from over two years of fighting abroad he joined a small veterans organization for purely social reasons. He thought that it would be great to chin with the boys every few weeks or so, and discuss the vet problems.

It WAS a full year later that he found out that he had joined a Communist-sponsored organization. He quit like a flash, after he really told the commies in the outfit off, but good. Now, my point is this, Here was a simple every-day American eager to get into a social group with other veterans. He found out in time that he was with wrong people, and quit. No columnists hounded him, no policeman brought him to trial, and no employer pulled the floor out from under him.

MANY of the poor Hollywood people who made the same mistake should be given the courtesy of quiet hearings. If they are as innocent as this mailman, if they, too, quit after they found out they were on a dead end track, they should be kept out of the news.

IF GUILTY, they should be exposed, but above all let's not ruin the careers of people who were just sold a bill of goods.

Paul Manning

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 4, No. 6

May 16, 1951

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

MGM's

"THE GREAT CARUSO"

starring

MARIO LANZA, ANN BLYTH,
DOROTHY KIRSTEN, JARMILA NOVOTNA, BLANCHE THEBOM
with

TERESA CELLI, RICHARD HAGEMAN, CARL BENTON REID

Produced by Joe Pasternak. Directed by Richard Thorpe.

Written by Sonya Levien and William Ludwig, suggested by Dorothy Caruso's biography of her husband. Color by Technicolor.

PARAMOUNT's

"THE LEMON DROP KID"

starring

BOB HOPE, MARILYN MAXWELL, JANE DARWELL
with

ANDREA KING, FRED CLARK, HARRY BOLLIVER

Produced by Robert L. Welch. Directed by Sidney Lanfield.

Story by Edmund Beloin, based on Damon Runyon's "The Lemon Drop Kid."

REPUBLIC's

"BULLFIGHTER AND THE LADY"

starring

ROBERT STACK, JOY PAGE, GILBERT ROLAND
with

VIRGINIA GREY, JOHN HUBBARD, KATY JURADO

Associate Producer-Director, Budd Boetticher.

Story by Budd Boetticher and Ray Nazarro.

WHAT A BACKGROUND—

Robert L. Welch came to his present post as a Paramount producer with experience gained in all phases of the theatre, an item which stands him in good stead

AT A TIME when the motion picture industry is searching for the cure of box-office doldrums, Paramount Pictures, Inc., seems to have the key to the solution.

HIS NAME is Robert L. Welch. He joined Paramount as a writer late in 1945, and has emerged as a top producer with a super-sense of comedy and an adroit ability of producing super-hits with Bing Crosby and Bob Hope. In a brief but brilliant span, Welch has produced "The Paleface", "Sorrowful Jones", "Fancy Pants", and "The Lemon Drop Kid", all starring Hope, and "Top O' The Morning", starring Bing Crosby. Granted that Bing and Bob are sure-fire in any effort, it isn't as simple as it may seem. Their pictures call for extra special effort and work. There is always the all-important goal of trying to top previous pictures made by these two toppers in the entertainment world. At the time Welch took over, the studio was having more than its share of headaches trying to find suitable vehicles for their two greatest stars.

WELCH is a stocky, broad-shouldered man with unruly, reddish-sandy hair, a flair for picturesque phraseology and amusing banter, and a spirit of such informality that everyone on the Paramount lot, from mail boy to executive, calls him "Bob." At the same time he is both astute and hard-working in solving producers' problems, from stars to script, from cast to costumes, from budget to boxoffice. But no matter how rough the going, he remains affable and friendly.

BOB WELCH was born in Chicago on Nov. 23, 1910, the son of Dr. and Mrs. Dudley R. Welch. His father, a dentist, wanted him to be a doctor, and both parents objected greatly to his love for the theatre. He attended grammar and high schools in

Chicago, enrolled in three universities but didn't attend any of them because at the last moment he decided to become a banker, and wangled a job in a Chicago brokerage house, and went to the Chicago Stock Exchange school at night. In his spare time, he did odd chores in Chicago's little theatres. He says the only course he ever enjoyed in school was the drama class.

MEANWHILE, the brokerage business paled. He says of this period that his lunch hour was constantly spoiled by investment bankers jumping out of 29th floor windows. Also, his bosses objected to his constant jovial attitude about the banking business. He got fired, and was happy about the whole thing.

HIS FAMILY was still frowning at his love for show business. He came to California and got a job selling stockings from door to door. At night he did odd jobs in little theatres.

HE WAS at the Pasadena Playhouse two-and-a-half years, and then helped organize and establish the Padua Hills project. He hated acting, but he did all kinds of character parts, and also took directing and writing jobs. He worked like this all through the depression years.

AT PASADENA PLAYHOUSE, he had met a charming young actress named Templeton Fox. When she left for Chicago, the hard-working Welch found himself back in his home-town. They were married on Aug. 15, 1938. They have two children, Robert, Jr., 5½, and Margaret Lynn, 4.

Welch wrote comedy skits and songs for night clubs, emceed at late spots, directed stock company shows, and began writing for radio. Later, he joined the Hedgerow Theatre in Philadelphia.



ROBERT WELCH

In 1937, the Welch family moved to New York, and he became a successful radio-writer-producer. He was connected with many radio hits: Walter O'Keefe, Kate Smith, Abbott and Costello, the Aldrich Family, Fred Allen, Eddie Cantor, and Jack Benny. He introduced Abbott and Costello and the Aldrich family to radio audiences for the first time as 10-minute spots on the Kate Smith hour, later developing them into full-length shows.

HE JOINED the army on Jan. 16, 1943, and immediately was assigned to the Armed Forces Radio Service. He worked on "Command Performance" and a half-hour all-Negro program, "Jubilee." His most famous show during this period, however, was the one in which he presented scores of top Hollywood names as the various characters in a hilarious radio presentation of "Dick Tracy."

UPON HIS DISCHARGE from the army in November, 1945, he returned to Hollywood to resume his radio career, only to be greeted with half a dozen offers from motion picture studios.

PARAMOUNT was the lucky winner.—P. M.

Alan Ladd Honored

HOLLYWOOD—Alan Ladd, Paramount star, recently received the first award as "Outstanding Scout Alumnus of the Year" from Alpha Kappa Chapter at USC of Alpha Phi Omega, national service fraternity made up of former Boy Scouts. A gold statuette for "valuable contributions to youth and community" was presented to Ladd on the set of "Rage Of The Vulture," by Allen A. Arthur, chapter president, with Deborah Kerr, Ladd's co-star, and a USC delegation present.

Emil Hanna has been signed by Paramount to play a traitorous servant in "The Rage Of The Vulture."

Hanna, a former Golden Gloves Welterweight boxing champion, is well known to eastern audiences through his work in summer stock. He has also appeared on Broadway in such hits as "Bill Of Divorcement" and "The Hasty Heart."

Alan Ladd, Charles Boyer, Deborah Kerr and Corinne Calvet are the stars of "The Rage Of The Vulture," which Charles Vidor is directing.



Welch relaxes with Dorothy Kirsten between takes of Paramount's recent Crosby starrer, "Mr. Music."



Welch and Bob Hope take time out on the set of Paramount's "Fancy Pants" for some shop talk.

MEET THE "GOLDEN CIRCLE"

IN ANSWER to the insistent exhibitor demand for new faces on the screens, Paramount has formed the "Golden Circle" group of new players, from whom it hopes to develop new screen stars.

BACK IN 1939 another group of "Golden Circle" hopefuls was launched.

Among these, later to become stars, were such names as William Holden, Susan Hayward, Evelyn Keyes, Robert Preston, Betty

Field, Ellen Drew, and Patricia Morison.

Your editor attended their coming out party at the studios, and offers this group of photos to acquaint you with the eager and talented youngsters.—P. M.



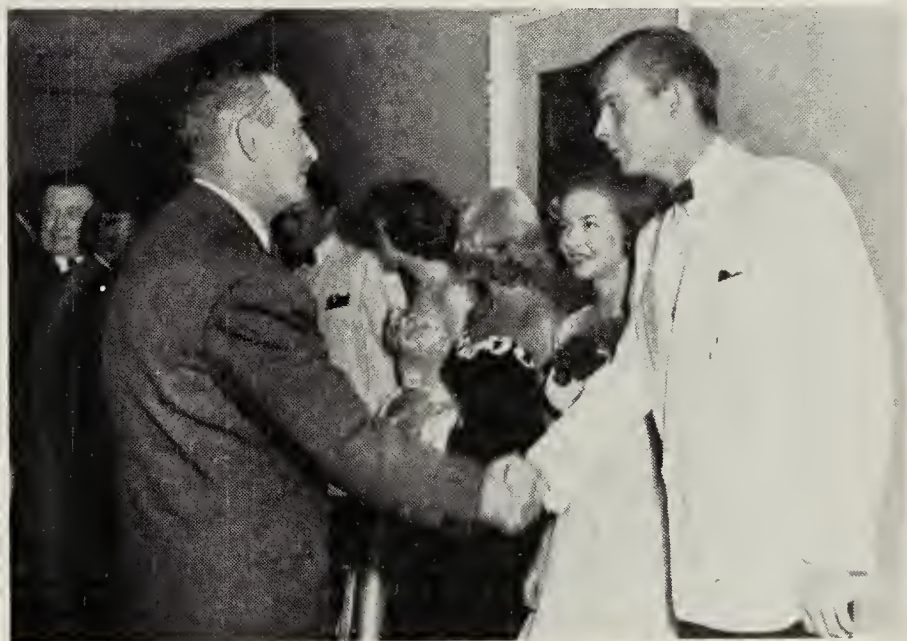
EXHIBITOR's Paul Manning poses with five of the "Golden Circle" starlets, Judith Ames, Nancy Gates, Joan Taylor, Virginia Hall and Nancy Hale.



William Holden, who rose to stardom from the ranks of a previous "Golden Circle," offers congratulations and encouragement to the new hopefuls.



Screen pioneers Cecil B. DeMille and Adolph Zukor meet at the Paramount studio party for the "Golden Circle" group of young actors and actresses.



On the receiving line at the Paramount "coming out party" for the young players, Michael Moore accepts congratulations from producer Wm. McLeod.



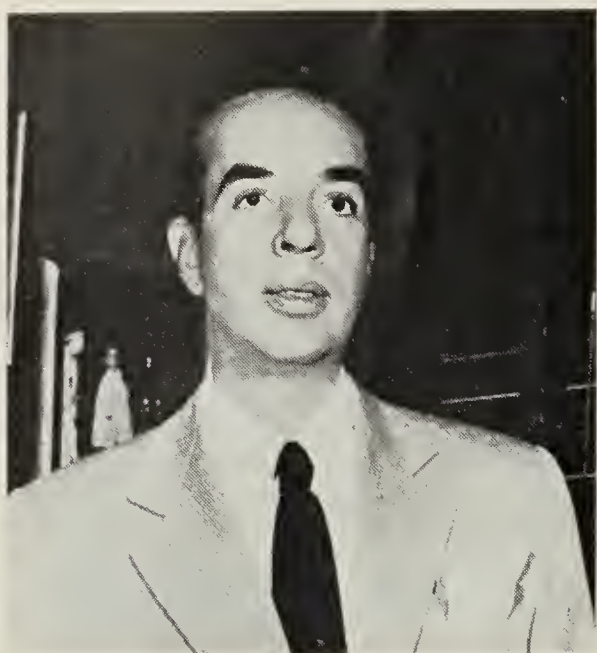
The ever-present Manning smile is in evidence as he and Miss Murphy exchange pleasantries at the mass debut of Paramount's new personalities.



Paramount producer Robert Welch proves that chivalry is still very much alive in a gallant greeting to a promising young "Golden Circler," Mary Murphy.

Meet Vincente Minnelli

Director



VINCENTE MINNELLI

BORN into the theatre can be said literally of Vincente Minnelli, one of Hollywood's most talented directors.

HE first saw the light of day, or rather the footlights on a certain Feb. 28 in Chicago. His parents, owners and principal thespians of the Minnelli Brothers dramatic and tent shows, took the birth of young Vincente in stride, along with the demands made on the traveling shows of that day. He came to know grease paint quite early, as one can readily see.

REACHING the age of three, the eager young actor made his debut playing Willie in "East Lynne." With Papa and Mama to guide him, he took to the stage like a little trouper.

AS HE GREW OLDER, he turned to set designing, and displayed a remarkable talent for making beautiful stage effects with little expense. This was a prime necessity in even the big stage productions of the day. Bringing this talent to New York, he soon was doing set designing and costuming for the Paramount, and building his reputation as one of the very best in the field.

FROM THIS JOB, he next was commissioned by the operetta "Du Barry," with Grace Moore. Then came a post as art director for Radio City Music Hall. A few of the Broadway hits staged by him were "Cabin In The Sky," "At Home Abroad," "Ziegfeld Follies", and "Very Warm For May", among others.

HOLLYWOOD soon beckoned, and he came to Paramount, where he spent eight months. At that time, musical films weren't made in great numbers so he returned to New York, but not for long, as Arthur Freed, MGM, brought him back to Hollywood to assist him in producing a big schedule of MGM musical pictures.

IN 1943, Minnelli was put behind the camera to direct. He directed "Meet Me In St. Louis", which set him right on top of the Hollywood heap. Since then, some of his hits have been: "I Dood It", "The Clock", "Yolanda And The Thief",

GOOD THINGS TO COME FROM HOLLYWOOD...

"THE GREAT CARUSO"

Hail to Joe Pasternak for his magnificent film, "The Great Caruso." Aided by associate producer Jesse Lasky and director Richard Thorpe, this trio has brought to the screen a great documentary on the life of one of our most immortal figures of the musical world, the never to be forgotten Enrico Caruso, of the golden voice. Mario Lanza, perhaps the only tenor alive who could portray the vital and life-loving Caruso, has given a performance which will, without a shadow of doubt, be the tops of his career, however long he may reign on the screen and concert stage. The music selected includes the most famous and popular of the operatic arias, known and loved by all. Production mountings are lush, and the color photography is superb. Without reservation, this editor predicts that "The Great Caruso" will be one of the biggest smash hits of the year, boxoffice-wise.—P. M.



MGM's "The Great Caruso," with Mario Lanza in the title role, and Ann Blyth, upper right with Lanza in a scene from the film, as the wife of the famous operatic tenor, was produced by Joe Pasternak, seen at lower left, and was directed by Richard Thorpe, pictured at lower right.

"Madame Bovary", "Father Of The Bride", and "Father's Little Dividend". Soon to be seen is "An American In Paris."

VINCENTE is a quiet young man, and has worlds of genuine charm. His films reflect this warmth, and it is generally agreed among Hollywood observers that Vincente Minnelli will carry on for many years to come on the Hollywood scene.—P. M.

Young Scores "Show"

HOLLYWOOD—Victor Young, who has scored several Cecil B. DeMille productions during the past decade, was recently assigned as music director for "The Greatest Show On Earth," Technicolor circus epic currently before the cameras at Paramount. Young, with Ned Washington, has written two songs, both sung by Betty Hutton in the film, "The Greatest Show On Earth" and "Be A Jumping Jack," the latter for a trampoline novelty number.



A group of marines and sailors from Camp Pendleton Naval Hospital, Ocean Side, Cal., who have recently returned from Korea, were guests of Jack Broder on the set of his production "Two Dollar Bettor." Perched on the marines' shoulders to get a better look at shooting activities are girls in the film, Barbara Logan and Barbara Bestar.

NEWS OF THE

Territory

BRANCHES

Atlanta

R. B. Wilby, president, Wilby-Kincey service Corporation, replied to a recent editorial in The Atlanta Journal on Communism in Hollywood, in a letter to the editor. "Actually there has been a relatively small number of people involved, and those who were, for the most part, actors and writers, neither of whom have any particular responsibility for the content of motion pictures. It is not in the record that there has been anything in motion pictures carrying out those deliberate attempts on the part of Hollywood to spread warped doctrines. There is some record of a contrary policy. And there certainly isn't either evidence or probability that those of us who operate theatres would exhibit such deliberate attempts. It would be interesting, too, while we are on the subject, to know how many of these writers that have been involved come into motion pictures from newspapers. That is the generally traveled path."

Tommy Read was appointed special sales representative for Alexander Film. . . . New owners of the Empire, Mobile, Ala., are Giddens and Rester, from Paramount Gulf Coast Theatres. . . . The White River Drive-In, near Batesville, Ark., opened. . . . W. B. Smith said his new theatre in Picayune, Miss., will be ready for opening on July 1.

New owners of the Winston, Double Springs, Ala., are C. D. and Joe Covington. Former owner S. Stephens was called to the navy. . . . At the Paramount, Peggy Barnhart became cashier, and Mary Pate resigned. The old stork passed over the home of Mr. and Mrs. Felton Wingo, she was a former secretary at ELC, and left a little girl.

The Atlantic Drive-In, Jacksonville, Fla., installed a new Snow-Cone bar at its refreshment bar.

W. W. Fincher, former owner, Dalton Drive-In, Dalton, Ga., owns the new 23 Drive-In, Chattanooga, Tenn. Another drive-in opening soon in Chattanooga, Tenn., is owned by A. W. Kelly. All booth equipment was sold by Wil-Kin Theatre Supply by Tennessee sales representative Hunt.

Miss Louise Matthews resigned from Monogram Southern Exchanges. . . . Miss Grace Hammond, Monogram Southern Exchanges, resigned account of illness.

Miss Ann Mayo has been appointed office manager of the new office of Lipert in Jacksonville, Fla.

Thomas Patrick, manager, Circle Drive-In, Highway 80, near Savannah,

Ga., reported that the office had been entered, and concession goods stolen.

Clinton Feckner was added to the shipping department at United World. . . . In Wauchula, Fla., Ted Munson, Greensboro, N. C., has been appointed manager, Hades. He replaces Bill Masters, who went to Haines City, Fla., to manage a theatre. . . . Hal Pearl was appointed United Artists exploiter for Florida. . . . The State, Plant City, Fla., reopened after remodeling, with Cliff L. King as manager; Roy Ouellette, projectionist; Richard Palmer, assistant manager, and Letty Wilson and Virginia Rolan, aides. . . . Joe Johnson, stage manager, LaPlaza, St. Petersburg, Fla., is back after illness.

Martin Theatres announced that Fleming J. Moates has been appointed manager, Ritz, De-Funiak Springs, Fla. He replaces W. H. Medicus. . . . William Richardson, president, Astor, has taken over "Bitter Rice." . . . The old stork passed over the house of Marvin Doris, 20th-Fox sales manager, and left a little son. Bob Capps, booker, also had a little son.

The Wil-Kin Theatre Supply moved from the old building on Walton Street to North Avenue. The sales department stays at the old place. . . . Nat Williams, president, Interstate Enterprises, Thomasville, Ga., said that his new Hill Drive-In, Quincy, Fla., will be ready for opening soon. . . . Ralph McCoy has "Jackpot Quiz Night" for Missouri.

Charlotte

The Variety Club held its spring festival, getting under way with a golf match at the Carolina Golf Club. Feature event was a dinner-dance at the Sharon Hills Country Club. . . . Sam Hammond was in, and will be associated with Stewart Theatres. . . . Happy birthday to Isabel Gordon, biller, and Ruby Robinson, cashier, Republic.

The Film Row soft ball team got off to a good start, beating Commercial National Bank, 8 to 4. . . . Newspaper Carrier boys from The Observer and The Charlotte News saw a sneak preview of "The Prince Who Was A Thief." . . . Mrs. Esther Foil has taken over operation of the Paula, Mt. Pleasant, N. C.

Seen on Film Row was E. L. Swinson, former owner, Paramount, La Grange, N. C. . . . The Lucky Star Drive-In, Chadbourn, N. C., reopened. Owner is D. W. Smith. . . . Cathy Le Grand, cashier, Kay, spent a weekend at Myrtle Beach, S. C. . . . Mr. and Mrs. S. S. Stevenson, Embassy, Henderson, N. C., anchored their yacht at Miami, Fla., for a vacation. . . . The Drive-In, Liberty, N. C., reopened. Owner is D. C. Swain. . . . Visiting were: Mr. and Mrs. H. V. Hammond, Lakeview, Lakeview, S. C.; C. C. Price, Rand, Randleman, N. C.; Roy Rowe, Pender, Burgaw, Rowe, Elizabethtown, N. C.; H. E. Wesinger, Carolina, Lexington, S. C.; C. H. Caudell, Dance, Wallace, N. C.; J. K. Whitley, Dixie-Swanee, Kannapolis, N. C.; Harry



A man in a space suit and a model rocket ship outside the Carol, Albertsville, Ala., recently helped draw attention to the house's run of UA's "Destination Moon."

Cook, Center-Wayne, Mount Olive, N. C.; Walter Bond, Bond's Auto Drive-In, Bennettsville, S. C.; Finn Lee, Duplin, Warsaw, N. C., and Pete Lassiter, Lassiter Theatres, Conway, N. C.

Memphis

The M. A. Lightman interests will open a fifth theatre here on May 18, when the doors of the new Crosstown, a 1400-seater, the largest neighborhood house in the city, swing open. Proceeds of the opening night will go to the Cynthia Milk Fund, The Memphis-Press Scimitar, a charity project. The Crosstown has been under construction a year, and will be the 63rd theatre operated by the M. A. Lightman interests. It will have the tallest tower in the city, 70 feet high, rising 90 feet from the ground. It is modern in every detail, with a parking lot for 200 cars. It will operate on a night and matinee schedule. Jack Tunstill, formerly associated with the Malco as manager and later with a drive-in, will be the manager.

At a meeting of the board of directors of Motion Picture Theatre Owners, Miss Louise Mask, a member of the board, was named TOA vice-president. It was also recommended that Kermit Stengol, Crescent Amusement Company, Nashville, succeed Miss Mask on the board. A 1951 convention committee was named but no date for the convention was set. On the committee are Leon Rountree, W. F. Ruffin, Jr., Sam Kirby, M. A. Lightman, Jr., Ed Cullins, and Edward Sapinsley. The secretary was instructed to poll the board as to a recommendation that the next meeting of the board be held June 24-26 at Biloxi Miss., as the Mississippi Theatre Owners convention will be held at that time.

COLUMBIA—Wedding bells are being polished up for Miss Barbara Fracchia, who will be married to Robert Ernest Clark, on June 6 at Sacred Heart Church. Miss Fracchia will continue with the branch after a wedding trip. . . . Miss Peggy Bledso is back on the job after an early vacation.

PARAMOUNT—Joe Young, long-time salesman, resigned. He is the son of

Tom Young, veteran branch manager, 20th Century-Fox.

20TH CENTURY-FOX—Jimmy Singleton, Marked Tree, Ark.; Johnny James, Cotton Plant, Ark.; Zell Jaynes, Truman, Ark.; James Sharum, Walnut Ridge, Ark., and John Staples, Piggott, Ark., were in visiting.

New Orleans

F. G. Pratt, Jr., Vacherie, La., visited. . . . Vick's Steakhouse, on the corner of Cleveland and LaSalle, a Film Row eatery, opened. . . . Mr. and Mrs. Babe Cohen, Lippert, attended the franchise holders meeting in Chicago. . . . Exhibitors and distributors have a real pal in traffic policeman Allen J. Liljeborg.

"Lucky" Curtis Matherne, sales representative, National Screen Service, received a telegram from Los Angeles, the day after his return from a convention, announcing that he was the winner of an automobile. . . . Visiting were: A. D. Orkin, Amite, Jackson, Miss.; Nick Lamantia, Bogalusa, La., and A. L. Morgan, McLendon Circuit, Union Springs, Ala.

Still slightly under the weather, G. Y. Harrell, Jr., Manley, left for a trip. . . . Local exhibitors observed ankling in and out of exchanges were: Thomasie brothers, Harvey and Marrero, La.; Paul Brunet, Dixie; Vic Meyers, Peacock; John A. Parker, Westwego Theatres, Woolner brothers, Woolner's Drive-Ins, and Mortimer and Shiell, Skyvu Drive-In.

Frank Francois returned from an extended trip. He works for "Babe" Cohen, Lippert, with "The Mozart Story." . . . Freddie Houck flew in from Shreveport for a visit at headquarters, Joy Theatres, Inc.

Charming teen-ager Carmen Nona Guidry, Erath, La., was making the rounds with her papa, Milton Guidry, and E. R. Sellers, the yam boys, Opelouses, La. . . . Henry Glover is back at his desk at Monogram Southern after taking in the convention at Colorado Springs, Colo. . . . George Pabst was at the UA meeting in Chicago. . . . Roy Prewitt, American Desk and Chair Company representative, Atlanta, visited.

Chris Hoskins, Joy Theatres booking department, went to see the ponies running at Churchill Downs on Derby Day. . . . Velma Seibert, Republic service department and one of the south's great women anglers chose Lake Catherine, La., with plenty of fish to hook and fish fries. Republic's Violet Carroll also chose Lake Catherine for a vacation spot.

Mrs. Vandenberg leased her Harlem, Lake Providence, La., to exhibitor Sharpe, Jackson, Miss. He is giving it a thorough overhauling. . . . Elizabeth Bacon is now quartered at United Artists. She moved over from ELC. . . . R. A. LeBlanc, Sr. and Jr., were in booking and buying at Stevens for a 16mm. theatre in Lafayette, La. . . . Ed Delaney, Pike, Magnolia, Miss.; A. W. Vowell, Liberty, Taylorsville, Miss.; E. C. Jenner, drive-in executive, Laurel,

Miss.; Charles Lamantia, Lafayette, La., and R. E. Carrola, Arcade, Slidell, La., took advantage of the sunshine motoring here for a visit.

Dr. Joel Tate and wife, Regal, Gulfport, Miss., called on R. J. Callen, booking and buying representative. . . . Charmaine Derbes, stenographer, left Stevens for Lykes Steamship Lines.

Maurice J. Artigues, formerly sales representative, Paramount, and later general manager, Allied Theatres of Gulf States, Inc., now operates a theatrical printing plant in Bay St. Louis, Miss. . . . Allied Theatre Owners of the Gulf States, Inc., welcomed Joseph A. Barcelona, Tivoli and Regina, Baton Rouge, La., and James Watts, Palace, Rodessa La. as members.

Visitors at Joy Theatres, Inc., were Everett Pearce, Joy, Arcadia, La.; Mr. and Mrs. Harold Blanchard, Joy, Napoleonville, La., and Lieutenant J. T. Harris and the missus. Before his recent recall in the Army Air Force, Lieutenant Harris was manager, Joy's Drive-In, Shreveport, La.

W. D. Conrad, Dixie, Loreauville, La., assumed operations of the Nila, New Iberia La. He purchased it from Charles Lanza.

T. E. Solomon and his brother-in-law, H. E. Thomas, McComb, Miss., were in booking for their circuit of theatres, the Tiger Drive-In, Baton Rouge, La., Bama Drive-In, Mobile, Ala., Palafox Drive-In Pensacola, Fla., Palace and State, McComb Miss., the latter an affiliated, Clark, Natchez, Miss., Fox, Summit, Miss., and Palace, Yazoo City, Miss.

C. H. "Preacher" Crosley, Ritz and Royal, Laurel, Miss., and the Midway Drive-In, Lake Charles, La., visited. . . . J. D. Gonzales, Arnaudville, Arnaudville, La., made the rounds.

Both partners of Film Row's garage are under the weather. E. M. Quigley is home confined to bed, and partner Ferrara was under the care of an eye specialist.

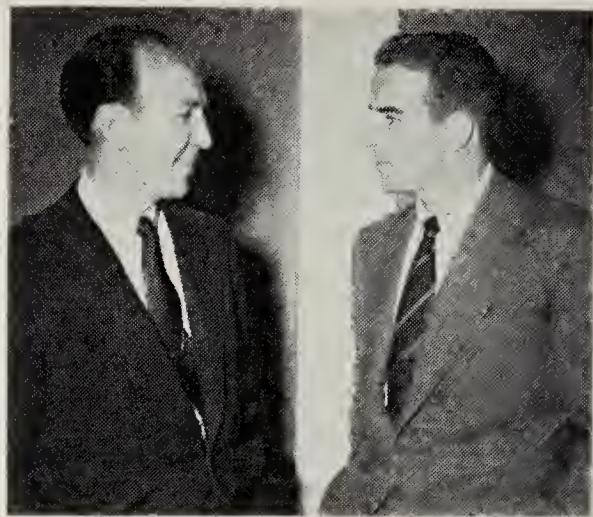
Mrs. Bernice Theriot purchased the Iberia Drive-In, New Iberia, La., from Louis Michot. She made arrangements with J. G. Broggi, Exhibitor Service, for buying and booking. . . . Both President Joy N. Houck and associate executive Fred Houck, Joy Theatres, Inc., flew in from Shreveport, La., for a visit.

STATES Arkansas Little Rock

Following up on the successful 25-city tour initiated by Morgan Hudgins, MGM's studio publicity department, M. L. Simons, assistant to H. M. Richey, gave the same lecture and slide demonstration to the Arkansas Theatre Owners annual meeting.

Florida Miami

Boca Raton, Fla., welcomes Walter Colby, opening a 600-seat theatre. This



Leonard Allen, Paramount exploitation representative, chats with Montgomery Clift, star of Paramount's "A Place in the Sun," at the company's recent national sales meeting in New York City.

was a former airbase project, refitted with upholstered seats and the latest in Simplex Sound equipment. The opening was scheduled as a benefit for the Lions Club. . . . With the cerebral palsy drive coming up, wishing wells are being placed in lobbies of Florida State Theatres for donations. . . . Charlie Whitaker, Paramount, had a gaudy, sensational false marquee for "The Thing."

Mississippi Jackson

Following an investigation by the F.B.I., the United States Attorney's office recovered from two individuals three films in 16 mm. size. The recovered films have been turned over to Sargoy and Stein, special counsel to the distributors in copyright matters, for return to their respective copyright proprietors.

Tennessee Nashville

Robert W. Coyne, special counsel, Council of Motion Picture Organizations, told theatre owners at a luncheon at the Noel Hotel that the industry must change its methods of appeal to audiences it has lost or never had. He called for increased theatre comforts and facilities, convenience of program scheduling, and specialized advertising as possible answers to television. He said it was the theatre man's duty to reestablish as far as needed the theatre itself as an institution, and to do the utmost to make entertainment in a theatre an invariably pleasing experience. Coyne stated that it is TV's availability, rather than any programming merit, which is the big danger of the new medium, and concluded by saying "producers are mightily interested in making good pictures."

North Carolina Chapel Hill

Varsity Theatres, Inc., has taken over the Village, and will rename the house Varsity after remodeling operations. Hugh J. Smart, High Point, N. C., is president-general manager, and John I. Myers, North Wilkesboro, N. C., has been named new manager.

NEWS OF THE

Territory

Chicago

Manta and Rose did a great selling job in large ads appearing recently in the Hammond Times, Hammond, Ind., on behalf of the Indiana, Vogue, Hoosier, and 41 Hammond Outdoor. The ads read: "Cabin fever—that's what folks 'way up north' get from staying at home too much during the cold, stormy winter months. You know, jumpy nerves, Ma snaps at Pa, Pa snaps at Ma, etc. Maybe, you, too, have been staying home too much lately. Home is a fine place, but one should get out more often to prevent cabin fever, jumpy nerves, and boredom. The best remedy and preventative is a good movie. Nothing so relaxing—so entertaining. Economical, too. Much enjoyment at little cost. Movies are at their best at the . . . (names of theatres). And if you are an outdoor theatre fan, why not take the family out today. A nice ride followed by a good movie. You'll all be happy."

Leonard C. Utecht has been named manager, Manor and the Manor building by Verne R. Langdon, president, Manor Amusement Company. . . . James L. Smith, former assistant manager, Essaness' Lake, Oak Park, Ill., is now managing the Southern for the same circuit. Eugene White is his assistant. . . . Hector Bishop was assisting at the Congress while manager McNeil Smith was on vacation. . . . Irene Utecht, B and K Congress, has been assisting hubby Lenny Utecht as secretary in his work as publicist for the Hub, Alvin, and Manor. Leonard Schultz, former assistant to Utecht, is now in the Medical Corps. . . . Lee J. Hruby, Jr., has been named assistant manager, Manor.

A burglar caught in the Rogers shot his way out of a police trap but collapsed in the street, when seriously wounded. . . . James E. Coston, owner of the building housing the Beverly, acquired the theatre from Warners, and will book independently. . . . The Lory, Highland, Ill., put on a spring style show.

The renovated Plumb, Streator, Ill., was reopened.

With the selection of the prettiest in a "Mother To Be" Club contest, the Senate, Springfield, Ill., boosted "Father's Little Dividend." . . . Rates were raised 15 per cent by the Koener Film Delivery Service. . . . Arthur Belasco went from assistant, Ziegfeld, to the Rialto.

Jones, Linick, and Schaefer is giving up its lease of the 400, Rogers Park neighborhood. Essaness, owner, is considering continuance of operation. Lester Stepner, 400 manager, will be retained in the J L S organization. . . . James

Gregory, Alliance vice-president, left to spend two months in Europe.

Defense attorneys in the \$25 million Essaness anti-trust suit petitioned that the case be dismissed. In the event that it is not granted, they ask that the plaintiff be required to file individual complaints against the 16 theatres named in the suit.

The New Playhouse, St. Joseph, Ill., was opened with Harry Blackford, Urbana, Ill., as manager.

The Association of Drive-In Theatres has initiated a well-coordinated radio and television campaign, utilizing a singing commercial (and animation on TV), backed with a budget of over \$100,000. Some of the sell copy is of a general nature, promoting drive-ins as a form of entertainment. Some is specific. One spot is entirely in Polish. W. B. Doner and Company handles the campaign.

Schroeder and Harris acquired the State, New Baden, Ill. . . . George E. Dean, manager, Ideal, Atlanta, for the past five years and with the company since 1934, was promoted to the local managership.

A safe weighing a ton, and containing \$2,000, was taken from the Milo by two masked gunmen who pointed revolvers at two janitors in early morning, and made them lie on the floor while they worked.

B. V. Spalding, Florine and Roxy, Flora, Ill., was elected mayor. . . . Five theatres in Kokomo, Ind., acceded to a city ban on giveaway programs. . . . The Columbus Drive-In, Columbus, Ind., is installing a toy railroad with 2,200 feet of track and a 50-foot tunnel.

Ken Puckett, Midwest Drive-In Theatres, visited. . . . J. E. Spalding, for many years in Southern Illinois, died at Flora. He was a member of the family which owns the Florine, Town, and Roxy, Flora, Ill. . . . The De Luxe Drive-In, La Porte, Ind. enlarged its children's playground.

James E. Coston, who resigned as Warner Theatres' Chicago-Milwaukee zone manager, gave a goodbye luncheon to circuit managers. . . . F. L. Lowe bought the Civic, Brookfield, Mo., from Francis Meyers. . . . The 54 Drive-In, Kankakee, Ill., and the Starview Drive-In, Elgin, Ill., are bidding for first-runs.

The Chicago Film Carriers changed its name to United Film Carriers Association. Ralph Packard is president, and C. H. Otto general manager. . . . Bill Brown was named manager, Loew's, Evansville, Ind. . . . James Travis purchased the Lakeview Drive-In and the Strand, Milford, Ia., from H. A. Parrott.

Henry Absher bought the Nox, New Haven, Ill. . . . E. T. Gomersall purchased the Grove, Elgin, Ill., and the Luna, Kankakee, Ill.

A 150-page appeal was filed in Circuit Court by Balaban and Katz in an effort to have rescinded the lower court deci-

sion limiting first-runs in the Loop to two weeks. . . . Schroeder and Harris acquired the State, New Baden, Ill. . . . Truman Randall was made the Como manager.

Dallas

Charles M. Snyder, 37, manager, Interstate Theatres, Denison, Tex., died from injuries received in an automobile accident in Celeste, Tex. Mrs. Snyder was injured.

Denver

Frank H. Ricketson, Jr., president, Fox Intermountain Theatres was presented with the American Democratic Legacy Award of the Anti-Defamation League.

When Joe Delongchamp was unwilling to give him a new lease on the Pine, John Groy remodeled another building, and is opening the Pearl. Delongchamp will operate the Pine, both in Buena Vista, Colo.

Two Fox Intermountain Theatre assistant managers joined the air force, Robert Demshki, Paramount, and Charles Mulcahey, Ogden. . . . Tom Bailey, Lippert franchise owner, went to Chicago to attend a screening of "Little Big Horn." . . . Foster Blake, U-I division manager, and Berney Rose, district manager, were here. . . . Norman Probst, State, organized, and is president of, Greater Denver Presentations, which will bring in major amusement attractions.

Des Moines

Barry Sullivan attended the Tri-State Parents-Teachers Association's workshop held at Dubuque, Ia., and spoke on "How can we improve our safety program." The MGM star also made brief talks at the junior and high schools. . . . The Iowa, Bloomfield, Ia., is being re-decorated. . . . G. Ralph Branton, former Tri-States executive, now engaged in television on the west coast, visited. . . . Jimmy Ricketts, formerly office manager for ELC at Des Moines, is in helping out temporarily at U-I. . . . J. P. Cappel purchased the Town, Fort Des Moines, Ia., from L. M. Smith. . . . Pearl Robbins, salesman for Paramount, returned after recuperating from a fall. . . . Donald Brighton is the new manager, Mason City, Ia., theatre. . . . Mr. and Mrs. Paul Kaufman are managing the Ranch Drive-In, Ames, Ia.

Los Angeles

Tom F. Murray, U-I, New York, was visiting. . . . Bobbe Dunnick, secretary to Harold Brislin, FWC booking department, was married to James E. Beler. . . . Mae Parnell, formerly secretary to Dick McKay, Arizona-Paramount, is the new cashier and secretary, Lux. Another addition to the Lux staff is Alex Cooperman, former ELC office manager, holding the same title at his new post. . . . Johnny De Costa, RKO salesman, celebrated a 25th wedding anniversary by taking a trip to Canada with his "bride,"

and Sol Mahler, Vinnicoff Circuit, likewise celebrated his 18th wedding anniversary. . . . Jack Katz, former ELC salesman in San Francisco, replaces Chet Roeder, Lippert, in the Arizona territory. . . . The closing of the Orpheum by the Sherrill Corwin Downtown Theatres Circuit caused a bit of comment. . . . Jack Grossman, Sherman, Sherman Oaks, Cal., and raconteur par excellence, really entertained the Film Row cafe lunchers. . . . Herman Brothers moved into new offices on North La Brea. . . . Ed Barison is back after a swing through San Francisco, Seattle, and Portland.

After being dark for many months, the Pablo, San Pablo, Cal., reopened. It was recently purchased by William S. Stewart and James S. Stainton, operators of other houses in northern California.

Milwaukee

The Cancer Fund is deeply indebted for the receipts turned over to it as a result of a gala big show put on at the Fox-Wisconsin. . . . Making legal the playing of "Bingo" and other giveaway gimmicks moved ahead another notch when Senator Gettelman introduced his bill.

Veteran Bob Gronert worked out a honey of a tie-in with the MacArthur homecoming plugging "Fighting Coast Guard."

Morgan Rudgins, studio representative, MGM, dropped in to promote "Quo Vadis." . . . Douglas Groenert, Tosa manager, has become a papa again. It is another girl. The Tosa is soon to become a unit of the S and M Circuit, headed by Ben Marcus. . . . Erv Clumo, Towne manager, was laid up with the flu.

Russ Leddy, genial Orpheum, Green Bay, Wis., manager, is the "champeen" master of ceremonies for any and all

occasions. He was here for the big party in Jack McBride's honor.

Minneapolis

Minneapolis is one of 20 key cities in the country where the National Production Authority will hold a meeting at which the authority's control materials plan will be explained to businessmen. The control materials plan will include motion picture equipment.

All drive-ins in the Twin Cities opened. Ralph Green's outdoor stands at Madison and Racine, Wis., also opened, as did the Outdoor, Rochester, Minn. . . . Miner Circuit's new 500-car drive-in, Rice Lake, Wis., and Peter Donnellan's new 300-car outdoor stand, Hayward, Wis., are being rushed to completion.

John G. Baker has been shifted from the Strand, Duluth, Minn., to manager, Moorhead, Moorhead, Minn. . . . Walter Hoffman, former exploiter for WB, stopped over. He is now a Paramount field representative in Seattle. . . . Claude Dickenson, Aved buying combine, was reported on the mend at Swedish Hospital.

J. A. Seay is the new owner, Grand, Wilton, N. D. . . . Carl Fiala purchased the Spring, Cold Spring, Minn., from George Jenkins. Fiala formerly operated the Elk, Elk River, Minn. . . . Ray Miner joined his brother George's Miner Circuit, and is managing the Miner, Ladysmith, Wis. He succeeds W. K. Lameretz, who will manage the new Miner Drive-In, Rice Lake, Wis.

D. I. Chapman sold the Palace, Lemmon, S. D., to A. C. Kane and Joe Ekemo. Kane is mayor of Lemmon. Chapman also owns the Linton, Linton, N. D. . . . Admission prices at Joe Schindele's Avalon and Granite, Granite Falls, Minn., have been raised to 50 cents. A 40-cent admission has been in-

augurated for students. . . . C. I. Field opened the remodeled 150-seat Nugget, Fairchild, Wis.

W. E. Diemert reopened the Roxy, Steele, N. D. . . . Clem Jaunich opened the Sterling, Austin, Minn. . . . J. E. Willson completed remodeling the Majestic, Clear Lake, S. D. . . . Anton Schulz opened the Corral Drive-In, Bismarck, N. D. . . . Moe Zimmerman installed new booth equipment at the Roxy, Beulah, N. D.

Oklahoma City

Allegra "Wee Gee" Thedford and Frank McCabe were married in the home of Mr. and Mrs. Roscoe R. Wyatt, parents of Mrs. Thedford. Both bride and bridegroom are associated with Video Theatres, and are very popular. Following a wedding trip, the couple will be at home at 411 NW 51st.

Mr. and Mrs. Dudley Tucker, Cimarron, Guthrie, Okla., left on a trip to the east coast. . . . Mrs. Virginia Pulliam, ledger clerk, Paramount, was enjoying a vacation from her duties in order to be with her husband before he reported for duty in the Air Force at Wichita Falls, Tex.

State exhibitors were: Mr. and Mrs. J. C. Roberts, Cement, Cement; Mr. and Mrs. John Gray, Star, Sand Springs, and Pix, Chickasha; John C. Sanders, Melba, Cleveland; Mrs. Elizabeth Tucker, Cimarron, Guthrie; Les Nordean, Rex and Tiger, Konawa; Roy Rollier, Lamont, Lamont; Johnny Jones, Ritz, Shawnee; Bill Copeland, Geary, Geary; Bill Wilson, Mooreland; Eugene Martin, Alamo, Snyder; E. A. Anderson, Skyview Drive-In, Ardmore; Henry Walze, Star, Minco; Paul Campbell, Deal and Sun, Wynnewood; J. D. Guest, North 5th Street Drive-In, Duncan, and A. A. Chessmore, Cortez, Wanette.

At a board of directors' meeting of the Theatre Owners of Oklahoma, E. R. Slocum, Rocket, Elreno, was appointed chairman, succeeding J. C. Hunter. The latter, who is also regional vice-president, TOA, reported on the recent TOA executive meeting held in Washington, D. C. Morris Loewenstein, president, Oklahoma unit, Theatre Owners of America, reported he had sent to members of the region the envelopes being used to collect from theatres the dues for the Council of Motion Picture Organization. He also reported that the two-minute United Cerebral Palsy drive trailer has been approved by TOA, and added that "inasmuch as it does not bind you to hold a theatre collection, we recommend that you run it."

Cooper Foundation Theatres' Criterion celebrated its 30th anniversary of continuous operation. It was in April, 1921, when the theatre had its first night's business, playing D. W. Griffith's "The Little Flower," under the managership of J. H. Cooper and C. C. McCollister. The theatre is unique in that it has remained under the same management for the entire 30 years. Cooper set up

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by the Cooper Foundation in 1935, and the organization has continued to operate the house since his death in 1946. All profits from the organization are tagged for charities. When the house opened 30 years ago, a high school student had a temporary part-time job there as balcony aide. He was Pat McGee, now general manager, Cooper Foundation Theatres, with headquarters in Denver. He managed the Criterion from 1924 through 1937. Profits from the Cooper Foundation have financed three years of nurse training for 41 graduates, have helped many other students through colleges with 18 high school students to be given scholarships next month, school playgrounds have been provided, and a foundation dairy herd is maintained for 4-H Club members in Nebraska at the University of Nebraska.

St. Louis

Plans for rebuilding the Gaty, almost completely destroyed by a fire, with a loss of approximately \$45,000 to \$50,000, were under consideration by A. D. Magarian, owner. The Magarian family also operates the DeLuxe.

In St. Charles, Mo., Mr. and Mrs. David Komm, Clayton, Mo., bought into, and will operate, the St. Charles Drive-In. The drive-in was built by the St. Charles Drive-In Theatre Company, headed by Henry Bross and Ira Jones.

In Rolla, Mo., Gene Parker, projectionist at the Uptown, has been named manager, Rolla Drive-In, just east of Rolla on Highway 66, owned by Rowe Carney, owner Ritz, Rollamo, and Uptown, Bill Bray, contractor, and Harry Blount, who also owns the Potesi, Potesi, Mo.

In Fredericktown, Ill., Robert Ferrar is manager, Hi-Y Drive-In, near the intersection of Highways 61 and 67, opened recently by L. A. Mercier, who also owns the Mercier.

In Olney, Ill., the Board of County Supervisors for Richland County discussed a proposition to set a county license fee for places of amusement in the rural areas.

The 650-seat Macklind permanently passed from the ranks of theatres when the new owner, the National Galleries, a public auction concern, took over. The sale marked also the termination of the association of the J. B. Lueken family with the exhibition field after almost 40 years.

The Maryland, operated by the Sam Komm estate, was closed indefinitely. The Princess, under the management of Al Rosecan, also closed indefinitely. The Aubert was closed some time ago, while the West End was scheduled to close indefinitely. That house had been operated on a limited-week basis for some time.

Arthur M. DeBra, director, community relations department, MPAA, is to



Paramount's "Golden Circle" of film players announced recently as being groomed for stardom, are, left to right: Michael Moore, Laura Elliot, Mary Murphy, Nancy Hale, Nancy Gates, Pierre Cressey, Joan Taylor, Virginia Hall, Barbara Rush, Judith Ames, and Peter Hanson. Paramount has high hopes for this group of promising artists.

be the guest speaker at the annual installation meeting of the Better Films Council of Greater St. Louis at the Congress Hotel on May 18. At the meeting, newly elected 1951-52 officers are to be installed.

Fred M. Joseph and Fred H. Atwood formed a law partnership under the name of Joseph and Atwood, with offices in Clayton, Mo. Joseph has been counsel for the Motion Picture Theatre Owners of St. Louis for several years.

Special Pentacost Sunday services were conducted at the Airway Drive-In, St. Louis County, Mo., by the Lutheran churches of St. Louis and St. Louis County. . . . Opal Riecker, contract department, MGM, was enjoying a vacation.

The Pevely Drive-In Theatre, Route 61, Pevely, Mo., opened for business while the Charleston, Mo., Drive-In, recently purchased by D. B. Stout, Cairo, Ill., also had its grand opening. . . . A. D. Magarian, whose family owns the Deluxe and the fire-damaged Gaty, East St. Louis, is showing progress at St. Anthony's Hospital. . . . Jack Martin, Paramount salesman, has a fine colt in training. . . . J. Haskell Smith, sound engineer, Joe Hornstein, Inc., returned home from the Deaconess Hospital, where he recently underwent an emergency appendectomy.



Montgomery Clift, one of the stars of Paramount's forthcoming "A Place In The Sun," is seen addressing the company's recent national sales convention in New York City. On the left is Paramount sales executive E. K. O'Shea and on the right is A. W. Schwalberg, president, Paramount Film Distributing Corp.

Joe and Lou Ansell, Ansell Amusement Company, went to New York City while Harry Kahan, Kahan Film Delivery Service, left to attend a meeting of film delivery men.

Out-of-town film folks seen along Film Row included: Harry Blount, Potosi, Mo.; Joe Goldfarb, Uptown, Alton, Ill.; Bill Williams, Union, Mo.; Bill Collins, DeSoto Mo.; Johnny Giachetto, short subjects booker, and Rani Padrucci, feature booker, Frisina Amusement Company, Springfield, Ill.; Forrest Pirtle, Jerseyville, Ill.; Tom Bloomer, Helleville, Ill.; Charley Beninati, Carlyle, Ill.; Roger Meyer, Armentrout Circuit, Louisiana, Mo., and Bill Powell, district manager, Midwest Drive-In Theatres.

Dave Ross, formerly a salesman for ELC in Chicago, assumed his new duties as the Missouri salesman for RKO out of St. Louis, succeeding Lou Palermo, resigned. . . . The Frisina Amusement Company's drive-in near Keokuk, Ia., will accommodate 600 cars. Another im-

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portant drive-in about ready to have its premiere show is the St. Louis Amusement Company four-screen, 1000-car drive-in St. Ann's Village, St. Louis County.

National Theatre Supply, St. Louis, Mo., sold a Walker Hi-Intensity Screen and 400 American seats to the Park, Valley Park, Mo., owned by Charles Mound, and a Walker Hi-Intensity screen to Harry Miller's Miller, Festus, Mo.

Bill Williams reopened his Gasconade, Owensville, Mo. While dark the house was redecorated. A Walker Hi-Intensity screen and Crestwood carpet purchased from National Theatre Supply, also were installed.

Eddie Stevens, formerly a salesman here for ELC, took unto himself a bride. . . . F. L. Lowe, owner, Star, Lebanon, Mo., purchased a theatre in Brookfield, Mo.

W. H. Horsefield, owner, Morgan, Morganfield, Ky., has a new grandchild born to his daughter at Cheyenne, Wyo.

San Antonio

A sedan was given away free to a patron of the Statewide Circuit of drive-ins. Application blanks were available at the Mission, Kelly, Rigsby, and South Loop 13 as well as at neighborhood merchants, according to Richard Landsman, city manager. . . . Mrs. Leonardo Limo, Azteca, is the mother of a baby daughter. . . . Interstate Theatres recently collected about \$75 through foyer donation boxes for the Corporal Werner Rieninger Fund.

Duke Clark, Paramount, Dallas, was a recent visitor at Fort Sam Houston, Tex., where he visited his son, Captain Donald C. Clark, special services officer. . . . Interstate Theatres, in conjunction with "Father's Little Dividend," Majestic, offered prizes of baby food and cash for the three babies born at the time the picture opened.

Jack Holman, manager-owner, Home, Whiteface, Tex., has started a weekly publication distributed free of charge to all residents of the town, and which is



The first annual motion picture award of the leading Mexico City daily, Novedades, was recently given in Mexico City to "Susana," produced by International Cinematografica for Columbia. Romulo O'Farril, president, Novedades, is shown as he recently presented the trophy to Andres Serra Rojas, representing Rosita Quintana, star of the Mexican production.

self supporting in that it is all paid by advertisements from merchants.

Leaman Marshall, manager, announced the opening of the Terrell Drive-In, Terrell, Tex. . . . The Malin Drive-In has been opened at Hamlin, Tex., although work has not been completed on the \$75,000 drive-in. It has a 340-car capacity, and is managed by Mrs. B. S. Ferguson. . . . The new Esquire has been opened at Cleburne, Tex., by Video Independent Theatres. Clyde Younge is city manager. The Esquire has a 900-seat capacity. The circuit also operates the Yale and Palace and the Chief Drive-in there.

John Blocker announced that he will build a \$75,000 twin drive-in at El Paso, Tex. It will be the second of its type in the state, the first built by Blocker at Wichita Falls, Tex., and which was recently sold. The drive-in will be named the Carlsbad Road Drive-In. . . . Tom Griffing, Abilene, Tex., purchased an interest in All States Theatres, which operates drive-ins in Marlin and Graham, Tex., and Hobbs, N. M. . . . Some 20 merchants cooperated in a fashion show staged at the Uptown, Grand Prairie, Tex. Mr. and Mrs. A. E. Chewning leased the Detroit, Detroit, Tex., to Mr. and Mrs. Ray Sherling.

San Francisco

Rex Film Distributing Company has acquired from Noel Meadow Associates distribution rights to "Jenny Lamour" for the territory comprising the 11 western states.

Ernest Emerling, director of publicity and advertising, Loew's, Inc., was in conferring with manager Boyd Sparrow, Loew's Warfield. . . . At MGM, office manager Charles Fogle resigned to make his home in Los Angeles. Promotions went to Lila Goodin, former secretary to branch manager L. C. Wingham, now office manager, and Mary Marquart, stepped up from assistant branch manager John Coyne's secretary to that of Wingham's. Mrs. Fern Nichols takes over Miss Marquart's former duties. . . .

Paramount's salesman Jack Stevenson was appointed for the second time to the Paramount 100 per cent club. The presentation was made by branch manager Neal East. . . . Also at Paramount, Mrs. Donna Thompson, is the new booking stenographer, replacing Lea Breugman, promoted to sales stenographer. . . . Juanita Flynn, Columbia's secretary to office manager Mel Klein, was confined to St. Francis Hospital. . . . RKO office manager Hal Gruber has been ill. . . . United Artists branch manager Ralph Clark returned from the Chicago convention. . . . Anthony Landi was visiting United Artists in the interest of "The Scarf." . . . North Coast District offices have been enlarged, repainted, renovated, and acoustically treated. They are modern in every way. . . . The Crest, Richmond, Cal., is on a weekend policy. . . . Reid Miller, formerly with National Screen Service, is the new manager, Guild and Centre.

Edna M. Lusk, new to the industry, is California Theatre Association manager Charles Thall's new secretary. She replaced Helen Dolgoff, resigned.

Seattle

Arthur Fox purchased the Madrona from H. D. Graves. Fox also operates the American. . . . Larry Pullis, Eastern Washington salesman for Paramount, recently granted a year's leave of absence, was seriously ill. . . . James McNabb and O. M. Jacobson, IATSE, flew to San Francisco to attend the funeral of Floyd Billingsley. . . . Guy Maxey, office manager, Warners, and Mrs. Maxey left on a motor vacation.

A. J. Sullivan, United Artists branch manager, left for a Chicago meeting. Mike Powers, Portland salesman, was up for a conference with Sullivan before he left. . . . Ed Cruea, Monogram branch manager; Gordon Wallinger, booker, and Robert Walker, salesman, are back from Colorado Springs, Colo. . . . Dee Terry, formerly with ELC, joined the contract department at Warners.

John Doerr and Pete Panagos, Chicago, accompanied by Ed Hickey, Mid-state Amusement general manager, and Howard McGee, booker, were here from Walla Walla, Wash. . . . Gene Neavitt, manager Palomar, was enjoying a visit from his mother, Mrs. Irene Neavitt, Pittsburgh. . . . Lyford Joyce and Kenny Reichard, Sterling offices, were vacationing.

Max Bercutt, Warner exploitation representative, was here setting up "I Was A Communist For The F.B.I.", Orpheum, and "Goodbye, My Fancy," Music Hall. . . . Henry Haustein, Paramount branch manager, and Walter Hoffman, exploiter for the Northwest, returned from New York. . . . Among state northwest exhibitors on The Row were: E. J. Boling, Sky-Vue Drive-In, Everett; Chester and Sue Nilsson, Tacoma; Lionel Brown, Edmonds; George Blair, Bremerton; Les Theuerkauf, Tacoma, and Walter Coy, White Center.



NEWS OF THE

Territory

BRANCHES

Cincinnati

Damages of \$63,750,000 are asked in a suit filed in U. S. District Court by S. and S. Amusement Corporation, headed by Ruben Shor, against 17 distributors, circuits, and exhibitors, charging first-run conspiracy and monopoly in restraint of trade. Shor, operator of the Twin Drive-In, seeks \$3,750,000 individually and collectively from Loew's, Warner Distributing Corporation, Warner Brothers Pictures, Universal Film Exchanges, United Artists, Paramount Pictures, Paramount Distributing Corporation, Columbia, RKO, RKO Midwest Corporation, Cino Theatres Company, Greater Cincinnati Theatres, Southern Ohio Theatres, Maurice White, and Robert J. Libson. In addition, the plaintiff seeks a permanent injunction to prohibit the defendants from entering into any agreement that would prevent his obtaining first-run product for the 2,000-car Twin Drive-In, the only outdoor theatre within local city limits. The petition states that "subsequent to Feb. 1, 1950, and continuing to the present time, the distributor-defendants and most other major distributors, by agreement with the exhibitor-defendants, have granted seven downtown theatres a monopoly on first-run product and first subsequent-runs without the proper clearances."

"Scoop Previews" is a new 20th-Fox gimmick. Patrons in three first-run houses and a drive-in for the final shows on Tuesday nights are shown another first-run film, scheduled for later show-



Dale Clarkson, "Up Front" girl, touring key cities on behalf of openings of U-I's "Up Front," recently met Mars Barzee, general manager, Greater Indianapolis Amusement Company, in Indianapolis.

ings in other houses. . . . Lillian Ahern, secretary to branch manager William A. Meier, Paramount, participated in the "A. W. Schwalberg Merit Award" in connection with a company drive. John Gentile, West Virginia salesman for Paramount, has become a member of the 100 per cent club for outstanding work. This is the second time he has received this recognition.

Margaret Woodruff, Lippert office manager-booker, visited with her son, William, stationed at Sampson Air Forces base, in New York. . . . Marie Donelson, Screen Classics secretary-treasurer, spent a weekend in Detroit. . . . Rose Renner is a new secretary at Cooperative, replacing Mary Ann Grace, married recently.

Jack Finberg, UA branch manager, was in Chicago. . . . Jay Goldberg, Realart branch manager, was in Columbus, O. . . . Theatre Owners Corporation is buying and booking for the Lake View Drive-In, Burnside, Ky., owned by H. E. Otto and J. T. Pollard.

Visitors included Charles Behlen, Lexington, Ky.; R. L. Gains, Carrollton, Ky.; O. G. Roaden, Loyall, Ky.; Carl Pfister, Troy, O., and Goode Homes and Don Kessling, Bramwell, W. Va.

Cleveland

Manny Glick, 20th-Fox salesman, was injured in an automobile accident that occurred seven miles south of Youngstown, O. He suffered knee and back strain and a couple of broken ribs. After an examination, he was driven home by Sam Lichter, also a 20th-Fox salesman.

Sally Wein, daughter of locals B-5 and F-5 business manager John C. "Casey" Wein, was elected to the scholastic National Honor Society at James Forbes Rhodes High School, and Marcia Miller, daughter of Mr. and Mrs. Richard Miller and granddaughter of M. B. Horwitz, head, Washington Circuit, was awarded the same honor at Cleveland Heights High School. Miss Wein has been accepted as a fall freshman at Baldwin Wallace College, Berea, O.

Leroy Kendis, Associated Circuit, states that a new exploitation picture policy will be tried out at the Imperial. First program is "Wild Men of Kalahari" and "Naked Man and Beast." There will be two changes a week, an extensive promotional campaign, and elaborate sensational theatre fronts.

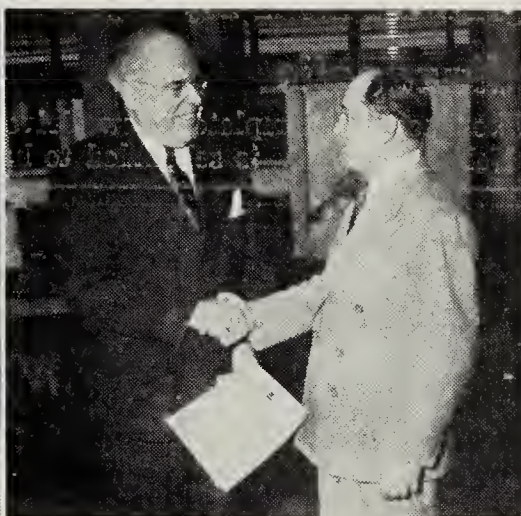
Abe Kramer, Variety Club Chief Barker, announced that negotiations have been completed for the sale of the Variety Club house to American Legion Post 2. It is explained that VC rooms will be established in a downtown hotel.

Ben L. Orgon, Ohio Theatres Supply Company, sold to Associated Circuit a new type Cyclonic screen to be installed in the Colony, Toledo, O.

Edith Uhrman, former secretary to Tony Stern and Lou Ratener, Ohio The-



Warners' "I Was a Communist for the F.B.I.," based on the exploits of a Pittsburgh man, Matt Cvetic, recently was premiered at the Stanley, Pittsburgh, with many appropriate festivities, including presentation of a Veterans of Foreign Wars citation on the Stanley stage to Moe Silver, Warner Theatres'



zone manager, pictured at left, on behalf of Warners; declaration of "Matt Cvetic Day" by Mayor David L. Lawrence, seen at center congratulating Cvetic, and a huge parade through downtown Pittsburgh, a portion of which is shown at right. The many exploitation efforts paid off particularly well.



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Lorraine CARBONS, INC., BOONTON, N. J.

atre Service Corporation, is now in charge of the office of Buddy Barach in the Film building. . . . Maurice Barch, Park Auto, Alliance, O., is convalescing from an appendicitis operation. . . . Glen Jerome resigned as National Theatre Supply salesman to open his own cafeteria catering business. He is succeeded by Bud Mutchler.

Dick Wright, Warner Theatres district manager, was in New York on labor negotiations. . . . United Artists branch manager Sidney Cooper attended the convention in Chicago.

Jack O'Connell, Loop, Toledo, O., was back at his usual tasks after a vacation spent in Hot Springs, Ark. . . . Students at Oberlin College requested Jerry Steel, owner, Apollo, Oberlin, O., to play the "Blue Angel." Bernard Rubin, Imperial, distributor, is surprised at the general demand for this oldtimer.

"Romeo and Juliet," Loew's Ohio, was getting a big audience reception. . . . The Fairmount, residential neighborhood house, will play "So Long at the Fair" first-run in the area. This is a distinct departure from the current availability schedule. Leonard Greenberger, manager, has established a class audience.

For the final session of W. Ward Marsh's movie course at Cleveland College, Paramount's exploitation-advertising manager Jerome Pickman brought on a print of "Ace in the Hole." Pickman preceded the screening with a talk on "shows and showmanship," during which he listed Paramount pictures.

Cleveland's best male singer, as selected by a contest involving WHK and Loew's State, in connection with "The Great Caruso," will receive a scholarship to the Cleveland Institute of Music, a one-week paid engagement at the radio station, and a chance to appear on the "Say It With Music" network program. WHK will reduce the contestants to four, with these competing at Loew's State on May 17. The campaign, promoted by Loew's publicity director, Ted Barker, and MGM exploiter E. C. Pearson, will include playing Mario Lanza records in the State lobby in advance of the playdate and a tieup with all music stores and record departments.

Eva Urdang, secretary to M. B. Horwitz, Washington Circuit, left to spend several weeks in Martinsville, Ind.

Detroit

For Paramount's "Trio," Albert Dezel, managing director, Coronet, arranged a benefit performance sponsored by the Junior League of Detroit, with the proceeds being turned over to the Percy Jones Hospital, Battle Creek, Mich., for the recreation and rehabilitation of the Korean war wounded. Milton Hale, special field publicity representative, Paramount, was handling the Coronet engagement.

A clue a day, \$1,000 in prizes, and 50 pairs of theatre tickets whetted the



Seen, left to right, are Sam Gould, city manager, Warner Theatres, Greensburg, Pa.; Joseph Feldman, assistant zone manager, Warner Theatres, Pittsburgh district; zone manager M. A. Silver, and B. F. "Dinty" Moore, district manager, Greensburg and surrounding area, upon the occasion of Gold recently being presented with \$250 in bonds for his work on 20th-Fox's "Halls Of Montezuma."

appetites of Detroiters for a contest to name "The Thing," in cooperation with The Detroit Free Press.

The Downtown, Balaban-operated house, closed for the second time in the past few months. Norman Meyers, managing director, Downtown and Adams, said the shuttering of the house was due to the city transportation strike. The Adams has remained open, and will continue operating.

Wisper and Wetsman Circuit dropped plans for construction of the Point, which was to be a key part of a \$15,000,000 shopping center to be built by the J. L. Hudson Department Store.

Josephine Baker's appearance on the stage of the 5,000-seat Fox boosted the boxoffice take nearly 200 per cent. . . . Harold Bernstein, Bay City, Mich., opened the New Roxy, Saginaw, Mich., after extensive remodeling. Bernstein operates six other State theatres, one in Saginaw and five in Bay City.

Indianapolis

The recently completed new drive-in at Noblesville, Ind., is scheduled to have



Patricia Medina, on tour with Anthony Dexter in connection with openings of Columbia's "Valentino," was recently a guest of honor at a luncheon in Pittsburgh, and seen, left to right, are Jane Gibson, film critic; Ken Hoel, advertising and publicity director, J. P. Harris Theatres, and, standing, George Tice, Columbia's Pittsburgh exchange manager.

its formal opening on May 21. The new project is completely equipped with RCA drive-in equipment. F. I. Mitchell, Veedersburg, Ind., is the owner and operator of the 450-car theatre. Mitchell also operates the Elwood Drive-In. . . . The Paoli, Ind., Drive-In is scheduled to open. James Dunn operates the new 300-car theatre. . . . Dick Norton, opened his Portland, Ind., Drive-In, 450-car capacity.

The Hi-Way Drive-In, Marion, Ind., is giving away a bicycle on Friday night of each week. George Bore, manager says this was the practice last season. . . . Lulu Stevens has been added to the inspection department at U-I. . . . Joan Glenn and Aileen Ostheimer, U-I, were vacationing.

Ann Cummins succeeds Norma Wilkerson as bookkeeping machine operator, Warners. . . . John Servaas, S. and S. Theatres, Indianapolis, returned from an extended vacation in Florida. . . . Gene Tunick, manager, Lippert, attended a managers sales meeting in Chicago. . . . There was a farewell party at the Variety Club in honor of George Devine, Paramount salesman, and Irving Dreeben, Lippert.

The Twin Drive-In installed 500 more in-car RCA speakers, as reported by Harry Lane, manager. The first anniversary of the Twin Drive-In, marked a dual celebration.

Warners will have open house at the Variety Club on May 29, on the eve of the 500-mile race at the Indianapolis Speedway. There will be a buffet supper, and Bob Hall, well known comedian, will appear in person, and also act as general entertainer. Clyde McKean, Warner manager, will be master of ceremonies.

C. A. Marshall, Sunshine, Darlington, Ind., is recuperating after an attack of influenza. . . . Jerry Heinlin, Arcade, Gas City, Ind., and now in Korea, in his last letter to his wife, said he was in the very thick of the battle near Seoul. . . . George Devine, salesman, Paramount, has been transferred to Milwaukee, to Paramount as assistant branch manager.

Dora Blankenbaker, U-I, reported for work after a long absence. . . . Oscar Fine, Premiere Circuit, Evansville, Ind., was in Louisville, Ky. . . . Al Chew, booker, RKO, was sick. . . . Republic's "Jimmy Granger Friendship Drive," is on, and Bernard Brager, manager, has his eye on first place. . . . Cecile Miller and Lean Bohlman, RKO, were vacationing.

Judith Frink, formerly in the cashiers' section, 20th-Fox, was transferred to the booking department. . . . Mrs. Grace McNelius, a former employee at 20th-Fox, returned to the cashiers' department. . . . The husband of Wilma Feaster, Y. and W. Management Corporation, was killed in an auto accident in Indianapolis.

Exhibitors visiting Film Row were: Bruce Kixmiller, Indiana-Colonial, Bicknell, Ind.; Mrs. Eva Harm, Zionsville,

Zionsville, Ind.; W. R. Norton, Key, Red Key, Ind.; Guy Hancock, Prewitt, Plainfield, Ind.; Allen Moritz, Cincinnati, and William Handley, Rembusch Circuit, Franklin, Ind.

Pittsburgh

Jules Lapidus, Warners' eastern and Canadian division sales manager, presided over a meeting of the mid-Atlantic and central district and branch managers to discuss plans for summer and early fall releases. Attending, in addition to Lapidus were Mid-Atlantic district manager Robert Smeltzer, Washington, and branch managers W. G. Mansell, Philadelphia, and Pete R. DeFazio, Washington, central district manager, F. D. Moore, Pittsburgh, and branch managers J. S. Abrose, Cincinnati, J. M. Wechsler, Cleveland, C. W. McKean, Indianapolis, and Jack Kalmenson, Pittsburgh.

George Tice and the Columbia exchange crew and The Post Gazette newspaper members were recent hosts at the regular Variety Club open houses on Fridays. . . . The crew and actors of "Angels and the Pirates," MGM picture went back to the Coast. Paul Douglas and Janet Leigh head the cast, with Jan Sterling, Douglas' wife, also sharing the spotlight.

Mike Weiss, Paramount exploitation expert, who headquarters in Philadelphia, was here conferring with Henry Berger and Gabe Rubin on several campaigns. . . . Gus Davis, booker, Cooperative Theatres, is all puffed up because his daughter, Judy, 14, received the annual American Legion medal for eighth-graders at a school in Grafton, Pa. The award is based on scholarship and leadership.

More competition for theatres is in the offing when Bill Green's night club is turned into a "theatre in the round," with name stars booked to play in well-known Broadway shows.

Sylvia Linder, Henry Berger's girl Friday at the Warner Theatres zone office, who was called to Los Angeles when her father passed on, has decided to remain there, Irene Wolfson taking her place. . . . Some of the drive-in owners have asked for police help in tracking down patrons who have been stealing the in-a-car speakers. . . . Rumors persist in Johnstown, Pa., that the directors of the new War Memorial and Sports Arena are trying to get Lee Conrad, former manager, Embassy, and now managing two houses in Meadville, Pa., to take over the general manager-ship.

Glenn Caruthers, Grove City, Pa., is back from an extended motor vacation, which included Hollywood and most of the west coast.

Ray Allison closed the Rivola, Colver, Pa. . . . Jerry Wechsler, Warners' Cleveland branch manager, was on the Row recently. . . . Bert Stearn, head, Cooperative Theatres, is in Florida, where



Kirk Douglas, star of Paramount's "Ace in the Hole," addresses the recent Paramount national sales convention in New York City while seen on the dais with him are, from left, Robert J. Rubin, assistant to President Barney Balaban; Jerry Pickman, ad-publicity director, and E. K. O'Shea, Paramount sales executive.

Mrs. Stearn is residing. . . . Caroline Fellingner, former ELC employee, joined RKO as a student booker. . . . The Casino, burlesque house, closed. It has been leased for some exploitation and sensational type of pictures. . . . Jimmy Coyne, U-I salesman in the Erie, Pa., district, has been transferred to Philadelphia, with Maurice Silverberg, city salesman, transferred to Coyne's territory. . . . Frank Thomas, well known projectionist who screens all films in the exchange screening rooms, has written, and copyrighted, a screenplay, "Favors From Hell," with his son, Ronald.

Joel Golden, former booker for Schine Theatres and more recently salesman with ELC in Cleveland, joined Warner Theatres as a booker, filling the vacancy created when Harry Feinstein was promoted to New England and other bookers were promoted along the line.

William Finkel, Arcade and Colonial, is happy about the reviews on a mystery show that his son, Bob Finkel, directs from Hollywood. Finkel has been signed by the Music Corporation of America to an exclusive contract. He is a graduate of Carnegie Tech., and has been an assistant director for Republic. . . . The Fulton staged a "Queen For A Day" contest, the winner getting a trip to Hollywood as part of the promotion for the picture.

Two Loew's Penn employees are vacationing early, Ann Wells and Harry O'Nions. . . . RKO sent Florence Marly, star of "Tokyo File 212," with eight geisha girls from Japan to promote the picture at the Warner. . . . The Variety Club held a general meeting to discuss plans to raise funds for the various charity obligations the club has planned for the year. A mammoth all star television show has been set for June to raise funds for the Roselia Home.

Howard Benson, who formerly operated the Grand and Dixie, Carnegie, is now managing the Dependable Drive-In, Coraopolis, Pa. The Grand and Dixie are closed and in bankruptcy proceedings. The Herman estate, which operates

Chakeres Feted At Cincy Dinner

CINCINNATI—Phil Chakeres, president Chakeres Amusement Company, Springfield, O., which operates 49 houses in Ohio and Kentucky, was presented with the Look magazine award as "Showman of the Year" at a dinner in the Hotel Netherland Plaza on May 7. More than 400 film executives, exhibitors, and friends attended the dinner, sponsored by Tent 3, Variety Club..

In accepting the award from Vernon C. Myer, executive vice-president, Look, Chakeres declared, "The honor is not mine. It stands for all the exhibitors in America, and all of them deserve this award. I am proud to speak for them as a fellow member of Variety, and may God bless them all. They are doing the finest work ever known to humanity."

Vance Schwartz, Chief Barker, Tent 3, presided, and the toastmaster was Robert Q. Lewis, radio and TV star. The speakers, all of whom extolled Chakeres, and several of whom spoke optimistically regarding the future of the motion picture business, included:

Mayor Albert D. Cash; A. W. Schwalberg, Paramount president; Al W. Daff, U-I vice-president in charge of foreign sales; Robert Mochrie, vice-president and sales manager, RKO; Kroger Babb, president, Hallmark; W. Stewart McDonald, vice-president, Warner Theatres; Maurice Bergman, director of public relations, U-I; Al Lichtman, 20th-Fox vice-president; Jules Lapidus, Warners' eastern sales manager; Bernard Kranze, executive assistant to the UA vice-president in charge of distribution, and Guthrie Crowe, Kentucky state commissioner of police.

Lewis also introduced many other film executives and exhibitors who were present, and announced that hundreds of congratulatory telegrams and letters had been received for the occasion.

At the conclusion of the speaking program, Schwartz presented Chakeres with a Gruen wrist watch on which the hour numerals on the face had been replaced with the letters in Chakeres' name, set in diamonds.

As the final feature, Mrs. Chakeres and their daughter, Mrs. Frank Collins, were introduced, and Chakeres kissed them as the audience applauded.

Movies of the dinner were taken by Floyd Traynham, U-I Chicago newsreel branch, and these will be shown later at meetings of Variety Clubs. A local station broadcast the first half hour of the program.

two other houses in Carnegie, Pa., let the lease expire on the Grand and Dixie, when Benson took over.

Julie Apel is new in Monogram, replacing Dorothy Hostein, awaiting the stork.

William Fox, general manager, Carnegie, Pa., Carnegie and Liberty, had a near accident recently while driving on the turnpike. He had to stop suddenly to

prevent hitting a car ahead, and injured his back when he lurched forward.

Fred Beedle, Morris Finkel and Theodore Grance are attending the National Allied board meeting and drive-in convention in Kansas City. Finkel is the national director and Beedle is the president, Western Pennsylvania Allied Motion Picture Theatre Owners. Grance, a member of the board, operates eight drive-ins in this area.

Ohio Canton

Two former residents of nearby Alliance, O., filed suits totaling \$2,500,000 against three Alliance houses for conducting "Bank Night" drawings, charging that "Bank Night," as operated by the theatres, constituted a lottery. Damages amounting to \$1,499,398 were asked in the most recent suits from Marsch Theatres, Inc., Cleveland, operator of the Strand, Morrison, and Mount Union, Alliance, for money allegedly "lost" from April 23, 1950 to April 27, 1951. The action lists payments of 35 cents each by 2,284 persons and payments of 50 cents each by 712 into a "Bank Night" drawing, and seeks damages up to \$500 for each person allegedly damaged. The names were obtained from the theatre records. An earlier suit filed by the same couple, Horace and Lota Williams, had sought \$500,000 for each of the plaintiffs. The action is still pending. Other defendants in the latest suit, in addition to Marsch Theatres, are R. S. Wallace Enterprises, Alliance, owners of the property where the Strand is located; The Market-Freedom Company, owners of the Morrison site, and the Alliance First National Bank, trustee for the late owner of the Mount Union location.

Columbus

Sixteen hundred new seats are being installed in RKO Palace. . . . Theatres and drive-ins are participating in the 21-day clearance test set by Twentieth Century-Fox. "I'd Climb The Highest Mountain" and "Bird of Paradise" are the two features in the test. Miles Circuit, J. Real Neth, Fred Rowlands, and the Ritz are involved in the program.

Jim McClanahan, 13-year-old Worthington, O., student won the "Fighting Coast Guard" contest conducted by Republic and The Columbus Citizen. . . . Gracie Hardgrove, nine-year-old daughter of John Hardgrove, supervisor, Academy Theatres, is starred in her own television show "Gracie's Lollipop Tree," telecast on Saturday afternoons on WLW-C. The show is sponsored by Academy Theatres.

J. Real Neth returned to his home for further convalescence following an operation. . . . Loew's Broad and Loew's Ohio are now on Wednesday openings. . . . Senator Oakley C. Collins, Republican, Ironton, O., is the author of Senate Bill 339, which would exempt newsreels from film censorship in Ohio. . . . Harry Schreiber, Jr., son of the RKO Theatres



Shown above are some of the 3,000 books collected by Keith's, Cincinnati, in a stunt recently arranged by manager Ed Reisenback and U-I representatives with The Cincinnati Times-Star in connection with U-I's current comedy, "Up Front."

city manager, plans to enter Massachusetts Institute of Technology.

P. J. Wood, secretary, Independent Theatre Owners of Ohio, declared in a letter published in The Ohio State Journal that theatre owners are "innocent bystanders" whose business is being hurt by the revelations of the House Un-American Activities' hearings on Communism in Hollywood.

Kentucky Louisville

Out-of-town exhibitors seen included: George Lindsay, Lindsay, Brownsville, Ky.; Mr. and Mrs. L. M. Denton, Shepherd, Shepherdsville, Ky.; Mrs. R. L. Harned, Empire, Sellersburg, Ind.; J. E. Elliott, Jr., Cardinal, Hodgenville, Ky.; J. B. Minnix Jr., Southland, London, Ky., and Bob Enoch, State and Grand, Elizabethtown, Ky.

In a report of state revenue compiled by the Department of Finance and the Department of Revenue, tax revenue on amusement for March 1951, was \$22,149.36 higher than for a corresponding month in 1950. Tax revenue for July through March, 1951, was \$23,374.77 less than for a similar period in 1949-50.

The Savoy is having a face lifting. The Savoy is under the executive direc-



Models Connie Taylor and Margy Moss change the name of Detroit's Bagley Avenue to "Valentino Avenue," with approval of the City Council, for the recent run of Columbia's "Valentino" at the United Artists, which fronts on street.

tion of Mrs. Gratia Locke, and is managed by Lois "Peg" Stevens.

W. E. Gross, manager, St. Clair, Lebanon Junction, Ky., was scheduled to leave to accept a position as resident manager of a group of theatres for Manos Theatres, Inc., Toronto, O.

Pennsylvania Oil City

Herman Stahl, Drake, is commuting between Sharon and Oil City, Pa., looking after his brother's house, the Noluna, Sharon, Pa., while Harry Stahl recuperates from a second heart attack. Mortimer Stahl, Herman's son is managing the Drake.

Slippery Rock

Edgar Shaffer, Roxy, took charge of the Rotary meeting recently, and, after a brief talk on the highlights of the industry, advised the members that they would all adjourn to his theatre to see "Harvey." The wives of the members were awaiting their husbands in the lobby, each with a rose as a gift, surprising their husbands. Following the show, all were guests of the Shaffers. He has a Hammond organ, and had hired a professional to entertain. He surprised everyone when he stepped up, and played. He had been taking lessons secretly for a year.

Tidioute

J. B. and Hazel Christy are reseating the theatre, also installing new lamp heads and projection machines.

West Virginia Clarksburg

The Warner Skyline Drive-In presented a first-run attraction, using additional newspaper display advertising and radio coverage. The Skyline uses a daily five-minute radio program on WHAR, titled "Phono-Tune," which offers free passes to listeners recognizing music played. . . . Joe Feeny, Bridgeport, W. Va., exhibitor, reopened the Rosemont, Rosemont, W. Va. Feeny also books for the Ellis Drive-In.

The Ritz marquee got a complete going-over. The house is featuring a star discovery contest in cooperation with RCA Victor.

Fairmount

The Harmony Drive-In, Mt. Harmony, W. Va., reopened with 35 mm. equipment and in-car speakers. It had been a 16mm. operation. E. C. Wilson, Metz, W. Va., owns this along with drive-ins in Metz and West Union.

Theodore Reynolds, manager, Twilite Drive-In, is building a new refreshment center. The structure is being built around the present restaurant. The theatre is advertising an "electric screen," constructed late the past season. The screen contains lighting effects which go into action at the beginning of the show when a "Star Spangled Banner" trailer is presented.

NEWS OF THE

Territory

Boston

Crosstown

Civic, coast guard, and other military dignitaries greeted stars Brian Donlevy and Ella Raines upon their arrival for ceremonies in connection with the opening of "Fighting Coast Guard," Paramount and Fenway. A trip aboard a cutter at Constitution Base, a visit to City Hall, a governor's reception at State House, and a press reception were highlights in the program. The procession to the theatre for the premiere highlighted a coast guard auxiliary kiltie band. Activities at the theatre included a lobby broadcast for the introduction of the stars and a stage presentation. Top-ranking officers of the navy, army, and marines participated in premiere activities, as did civic leaders and New England Theatre Circuit executives Martin J. Mullin and Chester Stoddard and wives.

Eliminations listed by the Bureau of Sunday Censorship included the following: "The Scarf," parts 1 to 10. (Deletions: Dialogue, "Silk underwear?", in part 7). United Artists.

Film District

RKO salesman Richard Dobbyn, Jr., became a father for the fifth time when a third daughter was born to his wife at St. Elizabeth's Hospital.

A dual screening of Republic's "Fighting Coast Guard" was run off with coast guard officers, their wives, and the press attending one at RKO exchange while exhibitors watched the preview at Metro. Both groups met later at the Ritz Carleton Hotel for the buffet supper, where they were greeted by Rear Admiral Bradbury and execs of Republic.

Stanley Moger, 14 year-old son of Warner publicist, Art Moger, displayed inclination to follow in his father's footsteps when he handled publicity for a group of Newton, Mass., and Brookline, Mass., High School boys, who organized a dance to benefit the Cerebral Palsy Drive. The youngster wrote to Bob Hope and Leonard Goldenson advising them of intentions, and received personal letters lauding the group. The dance raised \$150, which was donated to the fund.

More than 200 Cinema Club members and wives attended the annual dinner party at the Latin Quarter. Danny Thomas was the featured entertainer, and the consensus of opinion was that it was a real solid affair.

Florence Buckley, MGM short subjects booker, returned from a three-week automobile trip through Florida. . . . Al Margolian, Astor publicist, and Joe Mansfield, UA fieldman, made a flying trip



Lou Cohen, Loew's, Hartford, Conn., recently devised an all-out promotion campaign on U-I's "Up Front" with U-I publicist John McGrail. Among the stunts used was the above street ballyhoo with eight models carrying cards spelling out the film's title.

to New York for meeting with Max Youngstein and Morris Krushen to set up publicity for "Fabriola." . . . The newly constructed Fresh Pond, Mass., ozoner was scheduled to open.

Hosted by Ed X. Callahan, 20th-Fox division manager, a two-day meeting attended by branch managers and salesmen was conducted by Andy W. Smith, Jr., vice-president and sales manager. Branch managers attending were James Connolly, Boston; Abe Dickstein, New York; Glenn Morris, Washington; Dan Houlihan, Albany; Charles Kosco, Buffalo; Sam Diamond, Philadelphia, and Ben Simon, New Haven. Salesmen present were: John Feloney, Sam Berg, Stanley Young, Ed Callahan, Jr., and John Pecos, Boston; Nat Rosen, Philadelphia, and Ira Sichleman, Washington. Accompanying Smith for the meetings were his assistant, Roger Ferri, and New York division manager Morton Moskowitz.

Irma Nicolai set June 17 as the date for her marriage to Ernest Colarullo, Affiliated booker. The prospective bride is a technician at Peter Bent Hospital, and the wedding is scheduled to take place in Wellesley Hills.

Phil Engel, 20th-Fox ballyhooist, spent several days in New London, Conn., recently working on "You're in the Navy Now."

Eddie Klein, Bay State, has improved to such an extent that he has quit the hospital, and is recuperating at home. . . . Michael Bruno, Tilton, N. H., applied for membership in Independent Exhibitors, Inc.

Zeitz Brothers, New Bedford, Mass., completed installation of air-conditioning units in six situations of the circuit. . . . Mel Strauss was back handling advance for Lippert's "Little Big Horn." He was here recently setting up a campaign for "Tales of Hoffmann." . . . Lionel Irwin, Palace, Penacook, N. H., is building his own home in his spare time. However, he's getting a helping hand on the project from his father.

Max Levenson was in Beth Israel Hospital. . . . Mrs. Bill Sullivan, wife of the Enfield, N. H., theatre operator, has been visiting her family in Ohio. . . . Ed Fay and Fenton Scribner, Shea Circuit, Manchester, N. H., came to the Cinema Club shindig at the Latin Quarter, and stayed over to do a bit of buying and booking. . . . Clifford Drew closed his Gem, Lyndonville, Vt.

Stanley Silliphant, 20th-Fox publicity department, New York, his wife, and family spent a recent weekend at Harwichport, on Cape Cod. . . . James Connolly, 20th-Fox branch manager, was all smiles when three major downtown theatres opened the same day with 20th-



Paramount's "Golden Circle" of film players recently announced as being groomed for stardom are, left to right: Michael Moore, Laura Elliot, Mary Murphy, Nancy Hale, Nancy Gates, Pierre Cressey, Joan Taylor, Virginia Hall, Barbara Rush, Judith Ames, and Peter Hanson. Paramount has high hopes for this group of promising artists.



More than 16,000 persons got a glimpse of "The Thing" during the recent two-day visit of RKO's exploitation land cruiser in Boston prior to the opening of "The Thing" at the Keith Memorial. The stunt caused such a stir that RKO branch manager Hatton Taylor was swamped with requests from exhibitors who wanted it to visit their towns. RKO field representative Ralph Banghart handled the tour throughout New England.



Mary Pickford congratulates some winners of the Third Annual Canadian Film Awards, presented at the Odeon, Ottawa, recently, to Stanley Jackson, back to camera, National Film Board; director Ron Weyman, producer Maurice Montgrain, awards committee chairman D. R. Michener; Michael Sanouillet, winning amateur entrant; Morton Parker, director, and another film director, Julian Biggs.

Fox product. . . . Mrs. Sam Berg is convalescing at home following an operation at Beth Israel Hospital.

The latest issue of Independent Exhibitor's bulletin ads the pertinent question, "Why haven't film rentals been lowered?" Claiming the "murderous sales policies" of distributors are rapidly forcing many small exhibitors to the wall, the bulletin urged the companies to pass at least a small percentage of production savings along to the exhibitor in order that he can continue to exist.

Mickey Daytz resigned as sales manager, Warners, to enter the buying and booking business with his brother, Al, who recently resigned as branch manager, New Haven office. Jerry Crowley, former booker at Lockwood-Gordon, will go over with the newly formed company in the same capacity. Know as the Daytz Theatre Enterprises, negotiations are now underway for offices in the Metropolitan building. Max Bernbaum, salesman, replaces Al Daytz as new Haven branch manager, with Clayton Eastman, ex-ELC eastern division manager, taking

over as sales manager at the local exchange.

The "Queen For A Day" air program emanated from the stage of the Metropolitan for three days. . . . Miss Sarah Routman, former ELC biller, joined the staff at Affiliated, where she replaced Alma Costa, recently resigned.

New Haven Crosstown

The Post Drive-In started "Family Night" again. . . . Paul Klingler, Bijou manager, and staff, held a big bally for "Dillinger" and "The Gangster." . . . Morris Rosenthal, Loew's Poli, tied up "The Thing" float with the local cancer drive. . . . "Follow the Sun" received a nice buildup in a sporting way by Rosenthal and his associates. . . . Jim Darby was the busy guy arranging for the one-day stand of Louis Jordan and his orchestra, Paramount. . . . Herman Hickman, Yale football coach, headlined the stage attraction at the Whalley and Whitney for the Gra-Y-Boys sixth annual benefit show for Camp Hubinger and "Y" World Service Fund.

Meadow Street

New branch manager at Warners is Max Birnbaum, formerly salesman. Angelo Lombardi, formerly office manager, is now salesman; Sidney Levine, former booker, has been made office manager, and Al Parizer, formerly of ELC, is now booker. Al Daytz resigned as manager to enter the film buying business, operating out of Boston.

Republic was given a face-lifting. . . . Caroline Marra, Republic miss, continues to break bowling records. . . . A benefit for the cancer fund was held at the Guilford, Guilford. . . . RKO's "The Thing" motor exhibit was in many cities to bally the film. . . . The Winsted Strand gave free comic books to boys and girls.

Paul Wise resigned as manager Strand, Bridgeport. He will be succeeded by Otto Felix, Dreamland, New Haven. . . . Congratulations were in order to Al Pickus, Stratford, Stratford, on the recent addition to his family, a baby girl. . . . Ben Simon, 20th Century-Fox,



In connection with the recent showing of U-I's "Up Front," Keith's Memorial, Boston, "Red" King and U-I exploiter John McGrail worked out a tieup with the Greater Boston Book Distributors whereby all their trucks carried a poster.

branch manager, was in Boston. . . . Thelma Chasin, 20th Century-Fox, modelled at a club fashion show. . . . Morris Alderman, 20th Century-Fox, is planning a jaunt to Florida. . . . Mrs. Richard Petrillo, nee Edwina Serifilippi, 20th Century Fox, was due back from her honeymoon. . . . Angelo Tomasino, recently arrived from Italy, was around. So were Walter Higgins, Prudential Circuit, Dave Magliora, and Morris Shulman.

Loew Poli

Division manager Harry F. Shaw and Mrs. Shaw were away on a cruise. . . . H. H. Maloney, Poli, Worcester, Mass., was a patient in Massachusetts General Hospital, Boston.

Connecticut Berlin

Plans were disclosed by F. W. Holmes, New Britain, to file a suit in the Court of Common Pleas against the Berlin Zoning Commission because of the latter's refusal to rezone some land owned by Holmes to allow the erection of a drive-in theatre.

Danbury

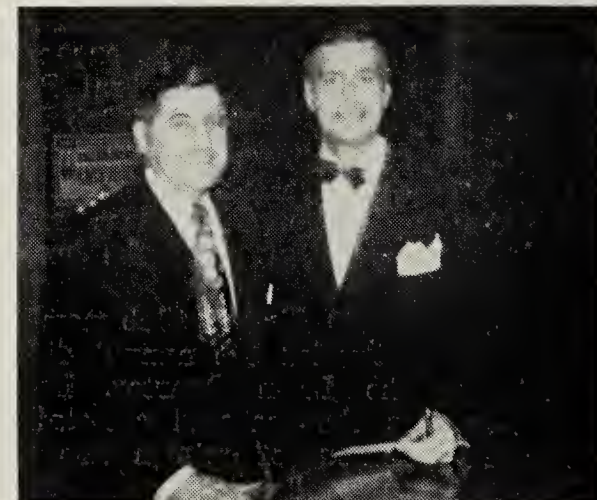
Manager Jack Harvey, Palace, has been running a series of weekly square dance competitions.

Hartford

Here on a visit were four top executives of the Warner Circuit, Harry Kalmine, general manager; Harry Feinstein, newly-named zone manager for New England; I. J. Hoffman, retiring zone manager, and Jim Bracken, contact manager, New England zone office.

Manager Ray McNamara, Allyn, had some clever street ballyhoo for "The Bullfighter and the Lady," with some house aides dressed in bullfighter clothes. . . . Lou Cohen, manager, and Norm Levinson, assistant manager, Loew-Poli, went to town on "The Great Caruso." . . . For "Father's Little Dividend," Fred Greenway, Loew-Poli Palace manager, and his aide, Lee Feigin, promoted 100 cigars to give to first 100 granddads in line.

Bill Howard, Plaza, Windsor, for "Born Yesterday," offered free admis-



Billy de Wolfe, Paramount star, recently appeared at the Pike Drive-In, Johnston, R. I., at a local benefit show for a 10-year-old lad who had lost both arms in an accident. With him on the right is the Pike's general manager, Lew Breyer.

sion to persons who had birthdays on the day prior to opening. Howard borrowed some Connecticut State Development Commission slides depicting various statewide scenic views for showing for about 10 to 15 minutes before evening showing curtain time.

Warner Circuit's Palace, Danbury, put on a square dance contest. . . . New maintenance manager at the Center is Harold Barry.

Tom Grace, Eastwood manager, announced the promotion of Eugene Lennon to projectionist, succeeding Fred Levesque, now in the booth at the Strand, Thompsonville. Levesque replaces Mario Doddard, shifted to the State, Jewett City.

Barney Tarantul, partner in the Burnside, and Mrs. Tarantul announced the engagement of their daughter, Cydna Gene, to Herman Solomon.

Meriden

The Arthur Godfrey Circus and the Gangle Brothers Circus were presented at the Poli by the United Societies of St. Rose Church recently. . . . Lou Jaffe, former assistant manager, Palace and Poli, and more recently at Loew's Midland, Kansas City, has been promoted to manager, Shea's Elmwood, Buffalo.

Middletown

The Capitol, operated by the Adorno-Middletown Theatres, has gone on a four-day operation policy for the summer months.

New Britain

Brooks LeWitt, local Arch Street and Strand, Plainville, presented a stage entertainment unit. Manager Joe Miklos, Embassy, had several stunts in conjunction with "Father's Little Dividend."

Storrs

Excavation for the Storrs Shopping Center has been started by the Kaufman Construction Company, with present plans calling for a one-story building with a frontage of 25 feet, which will house 12 stores. The ultimate plans call for additional stores as well as a theatre.

Waterbury

The Pine Drive-In inaugurated "Radio Car Quiz."

Willimantic

The scheduled Gem showing of "Bitter Rice" was cancelled following protests.

Massachusetts

Fall River

Norman Zalkind, president Strand, has been elected a director of the Navy Club of Brown University. . . . William O'Donnell, assistant, Center, is recuperating from a recent operation. The Center will close early in June for the summer. No reopening plans are known regarding the Embassy, closed for several months.

At the Academy, Mrs. Helen Bednarz is new, replacing Miss Germaine Clement.



Exhibition dances were staged recently by Fred Astaire instructors in the lobby of Loew's Orpheum Boston, prior to the opening there of Columbia's "Valentino."

. . . Carl Zeitz, Academy manager, averaged 120 pins a string in the National Bowling League, in which his team placed third. . . . Private Manuel Rodriques visited the Academy staff.

Lynn

Manager James Davis, Paramount, invited the members of the home classes of the Lynn schools to attend the stage show of "Snow White and the Seven Dwarfs" as his guests at a matinee performance. He has been elected vice-president, Chatham Parent-Teachers Association, chairman of the banquet committee, and member of the advisory board of the conference of the local association. He is the special events chairman at the Chamber of Commerce outing and member of the entertainment committee of the Kiwanis Club charity ball. . . . Royce Beckman, manager, Warner, and Ben Gruber, manager Waldorf, met Harry Feinstein at the annual meeting of New England managers. . . . Francis Comeau, Capitol, will be married in June. . . . Elliott Oshrey will join the army.

Springfield

At a conference of local civic officials, educators and members of the Springfield Motion Picture Council, Arthur H. DeBra, MPAA, said that courses in motion picture appreciation should be part of the public school curriculum, the same as courses in music, art, and litera-



These members of a New Hampshire National Guard anti-aircraft artillery battalion are shown as they recently demonstrated equipment in the lobby of the Star, Concord, N. H., during the showing of Realart's "Salerno Beach-head" and "The Fighting Sullivans." Manager Leon Dussault arranged the recruiting display for the engagement.

ture. Superintendent of Schools William J. Sanders told the meeting that it was his belief that such pictures as "Henry the Fifth" and "Great Expectations" may well be used as supplements to literature courses, but that the establishment of general motion picture courses is a matter which would require considerable study.

A switch in territory salesman by Columbia's I. H. Rogovin, brought Leonard Apell to Western Massachusetts, sending Carl Marshall to Rhode Island. . . . Dick Stephens was readying publicity for "The Brave Bulls."

E. Ernest Goldstein, son of Nathan E. Goldstein, owner, Arcade, Springfield,

Schedule Forms for PROGRAM and RUNNING TIME

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These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

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has been named to the position of general counsel for the House of Representatives sub-committee studying monopoly.

Holdings of the Western Massachusetts Theatres, Inc., said to be worth in excess of \$6,000,000, and comprising 21 theatres and other buildings, are being considered for purchase by at least two organizations, one of them United Paramount Theatres, holder of 50 per cent of the stock, according to a statement by Samuel Goldstein, Western Massachusetts president. Goldstein, who said that negotiations are still in the "talking stage," declared, however, that one of the interested parties has posted a \$100,000 guarantee toward continued discussions. The other 50 per cent of the Western Massachusetts stock is owned by Goldstein and members of his family. The circuit has houses in this city,

Holyoke, Chicopee, Northampton, Westfield, Pittsfield, North Adams, Palmer, Greenfield, all in this state, and Brattleboro, Vt. In addition, there are adjoining properties, which include office buildings and parking lots. The interest held by the Goldsteins is Class A stock, carrying with it the presidency and placement of four members of the board. Paramount also has directorate placement, and also the treasurer, William Alhouse of this city and New York. Harry Smith is vice-president, and Wallace V. Camp and attorney Joseph Cowett are board members under the Class A stock provisions. William Kennedy is assistant treasurer.

New Hampshire Concord

In an editorial in reply to an "editor to the editor" objecting to the newspaper

accepting "sexy" advertising from a drive-in on a foreign-made film, The Concord Daily Monitor and New Hampshire Patriot said "We have no right to try to deny the seeing of this film to anyone who may want to see it, nor is it our responsibility to do so. We are entitled to our opinion and the next guy has the right to his, and it is our constitutional responsibility to protect his right, even though we do not agree with him."

The entire New Hampshire state legislature of 400 representatives and 24 senators were the guests of Governor Sherman Adams at a private screening of Louis deRochemont's latest production, "The Whistle At Eaton Falls," scheduled for Columbia release. The screening was held in the Capitol. deRochemont, a long-time resident of the state, was present. "The Whistle At Eaton Falls," de Rochemont's first film for Columbia release, was shot largely on location in New Hampshire and, as in all the producer's films, dramatizes events taken from real life. In this case, the story deals with a young workingman who is given the opportunity to save his community from becoming a ghost town, and of the compromises and adjustments which must be made before the town can function humanely again.

Hampton

"Videotitis," among other things, was cited as a cause of the closing down of the Hampton by manager Bernard H. Stevens. According to Stevens, business had been "dropping badly" for two months. It's not only television. We just can't put our finger on it," he said. "Business is bad in northern parts of the state and there aren't many television sets up there."

Nashua

First girl and boy babies born during the Daniel Webster's showing of "Father's Little Dividend" were awarded 18 gifts including merchandise from shoes to photographs.

Vermont Montpelier

The Capitol permitted Girl Scouts to make door collections for the benefit of the Cerebral Palsy Fund.

Newport

The Derby Port Drive-In will admit service men and women in uniform free.

Rutland

The Grand is now operating seven days a week. Francis E. O'Neil, manager, Strand, has been elected to the board of directors, Rutland County Fish and Game Club.

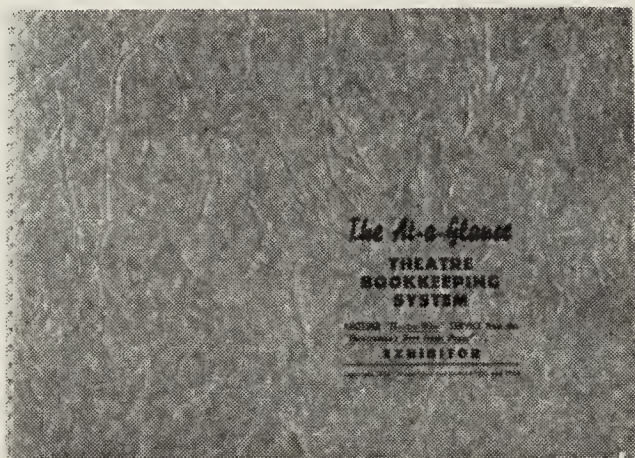
A bill proposing a 10 per cent admissions tax appeared in the House of Representatives at the legislature sought new revenue to meet mounting state appropriations.

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Theatre: <i>State</i> City: <i>Concord, N.H.</i>		Auditor: <i>[Signature]</i>	
Week ending: <i>6/3/55</i>		Comments or corrections:	
EMPLOYEE	DATE	WEEKLY SALARY	WEEKLY OVERTIME
AMERICAN, J. GORRITT	7/1-7/12/55	12.00	0.00
AMERICAN, J. GORRITT	7/13-7/24/55	12.00	0.00
AMERICAN, J. GORRITT	7/25-8/5/55	12.00	0.00
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AMERICAN, J. GORRITT	5/9-5/19/60	12.00	0.00
AMERICAN, J. GORRITT	5/20-5/30/60	12.00	0.00
AMERICAN, J. GORRITT	5/31-6/10/60	12.00	0.00
AMERICAN, J. GORRITT	6/11-6/21/60	12.00	0.00
AMERICAN, J. GORRITT			

NEWS OF THE

Territory

New York City
Crosstown

The 100th short story by Virginia Dale to be published appears in the current issue of *American* magazine. She is the author of "Honeyfogling Time," a novel, recently purchased by 20th-Fox, which is expected to go into production soon.

The field of animated picture cartooning in an exhibit of cartoon art at the Metropolitan Museum of Art is represented by samples from the Walt Disney and Terrytoon studios. Organized in collaboration with the National Cartoonists Society, the display illustrates the work of the professional cartoonist in its various aspects from 1900 to the present.

Dave Black, a Republic salesman for the past 15 years, died suddenly of a heart attack, and was buried at Montefiore Cemetery. He was survived by a sister, Mrs. Frances Drubit, and a brother, Dr. I. Black.

M. Janov, general manager, Coronado Productions, Dave Rose's producing company, arrived to discuss with UA officials further distribution arrangements on "Circle Of Danger" and "Eye Witness." . . . Johnny Green, head, MGM's music activities at the studio, came in from the coast. . . . Mrs. Pandro Berman, wife of the MGM producer, arrived from London, and headed back to the coast. . . . Esther Williams, MGM star, and her husband, Ben Gage, arrived from the coast for a brief stay.

William M. Pizor, vice-president, Lippert Productions, Inc., in charge of foreign sales, returned from an extensive tour throughout Europe, visiting Finland, Sweden, England, France, Holland, Denmark, Belgium, Germany, Italy, and Switzerland, and held conferences with Robert L. Lippert, president.

Percy Kilbride, in Universal-International's "Ma And Pa Kettle Back On The Farm," accompanied by Del Chain and Bob Donnelly, arrived to participate in the stage show at the Capitol.

Twelve hundred students from the junior high schools of Greater New York City, with a special panel of six as leaders, resolved that the influence and "enjoyment of movies is as great as ever," and that the novelty of television is wearing off, in a discussion of "Is the Influence of the Movies Still Great" on the New York Times Youth Forum over WQXR. Miss Dorothy Gordon, staff member, served as moderator of the discussion, and Bosley Crowther, motion picture critic, was guest of honor and commentator.

The Little Carnegie closed temporarily to undergo alteration and refurbishing. The theatre will be completely



When U-I's "Up Front" recently played at the Kingston, Kingston, manager Betty Riseley had her version of "Willie," "Joe," and a French mademoiselle on hand for the lobby and street ballyhoo.

remodeled and rebuilt, and the seating capacity will be almost doubled.

Emanuel Frisch, treasurer, Randforce Amusement Corporation, is convalescing at home after recent surgery.

David D. Horne has acquired the world distribution rights to the recently completed Cuban picture "Nudism In The Tropics," which has the alternative title, "Beneath Havana Skies."

A son was born to Douglas T. Yates, Republic International assistant foreign sales manager, and Mrs. Yates, the former Margaret Titus, at LeRoy Sanitarium. The child has been named Laurence Randall. The couple has two other sons. . . . Harry K. McWilliams, president, AMPA, announced that the organization will meet with the New York Publicity Club today (May 16,) at the latter's headquarters, Hotel Shelton. The subject will be "It's easy to tie in with the movies."

New York State
Albany

Geraldine Rudebush, Loew's stenographer, announced her engagement to William VanNamee, Troy. . . . Vincent Mandeville, former U-I student booker, was fatally injured in an automobile crash. . . . Dorothy McDermott, Warners' cashier, who resigned to await a blessed event, was feted at the Rail Restaurant by the office staff. . . . Bill Walsh, 20th Century-Fox assistant ship-



A bullfighter and his lady, complete with costumes, recently attracted large crowds as a pre-opening street bally run by the Capitol, New York City, for Republic's new "Bullfighter and The Lady."



Matt Cvetic, whose story is told in Warners' "I Was a Communist for the F.B.I.," chats with a Shrine group at the Hotel Lafayette, Buffalo, during his recent tour. This is part of the national ballyhoo.

per, entered the navy, replaced by Raymond Fiset. . . . The new Hudson Falls Drive-In, 300-car capacity, owned by Fuller and Wells, opened. . . . Leo Rosen, managing director, Fabian drive-ins, is recovering from injuries suffered in a fall. . . . Lou Goldstein, former assistant chief buyer, Schine Circuit, visited, and reported that he will buy and book for the new Schuyler Drive-In and the West Rome Drive-In, in which he is financially interested. Both drive-ins will accommodate 400 cars. . . . Herb Nitke, Front Drive-In, Binghamton, has taken over the Norwich Drive-In, built and owned by Jack Root, who retired because of ill health. . . . Eddie Fabian spent several days with Saul J. Ullman, upstate general manager. Other drive-ins expected to open were the Beach Drive-In, Lake George; Sara-Placid, Lake Placid, and the Rustic, North Greenbush.

—M. E. B.

Buffalo

"The Fat Man" had a gala premiere at the Lafayette backed by a promotion campaign spearheaded by J. Scott Smart, star, and the American Broadcasting Company weekly radio show. Smart, a native of Buffalo, was the guest of honor at a special assembly at the Lafayette High School.

Elmira

A local admission tax of five per cent became effective along with a three per cent tax on utility bills and a five per cent levy on rent in hotels, rooming houses, and tourist homes.

Rochester

Manager Lester Pollock, Loew's, had a special preview of "Teresa," and promoted it with a strong campaign, including sky advertising by a plane, special appeal to city's 45,000 Italians, and a "Teen-Age Day" with Harold Kolb, radio, aiding.

Downtown theatres shortened hours slightly for the summer, opening 15 minutes later, and closing regularly before 11:30 p.m. . . . Richard Reamer, former manager, Schines' Dixie, now a projectionist in Mansfield, Pa., sent greetings to his Rochester friends by Walter Knopf, who visited. . . . Mike Mungovan, who retired as chief stage-

(Continued on next page)

EYEING THE

Exchanges

NEW YORK—The folks at 20th Century-Fox are looking forward to tomorrow (May 17) when the Family Club holds its regular affair at Rainbow Inn, where the members will wine, dine, dance, and have a wonderful time. Among those expected to attend are: Roger Ferri, president; Harry Reinhardt, Leo Israel, Ted Shaw, David Ornstein, Maria Murphy, Bess Allen, Ann Jones, Nat Brown, Julia Wolpin, Fred Bullock, Fay Eichler, Barnard Bozzone, and Bob Warsk.

MGM—Assistant cashier Norman Starr celebrated a birthday on April 30. . . . Helen Levy, booking department answered the plea for civilian defense workers, and is an auxiliary police-woman. Switchboard operator Ruth

Fruchtzweig has become a first aid nurse. . . . Willard Gillian, field auditor, was visiting. . . . Elizabeth Hoffman, booking department, is spending her vacation in Alaska, attending the marriage of her niece.

U-INTERNATIONAL—Cashier Walter Bernard, with one son in the service, reports that his other son has received his notice for a physical. . . . Hank and Elaine Feinstein are back after their honeymoon. . . . Leo Greenfield, former Brooklyn salesman, has become a New York salesman. Brooklyn booker Hal Rosen is now a Brooklyn salesman. Feature print booker Harvey Rheinstein is now a Brooklyn booker. Short print booker Hank Feinstein has been made a feature print booker, and Marvin Friedlander has been promoted to short print booker.

REPUBLIC—Secretary Lynn Eirlich was accepting birthday congratulations on April 27. . . . Harriett Lee, bookkeeping machine operator, was enjoying a respite.

COLUMBIA—Herman Berger, shipper, recently became the father of a baby girl. . . . Booker Howard Mahler is back after a vacation. . . . Loyal Giant fan Hy Blank, box-office department, finally lost that hounded look.

RKO—Sales manager Herman Silverman is back after a vacation. . . . Dave Berger is new in the boxoffice statement department. . . . Sadie Barnett, office manager's secretary, was ill. . . . The new stenographer is Claire Vass.

UNITED ARTISTS—Everyone was saddened by the news of the death of upstate representative Dick Perry's father. . . . Anthony De Sabato, Park, South Plainfield, N. J., and John Fiorvante were around.

20TH CENTURY-FOX—Richard Miller has been made assistant cashier. . . . New office manager is William Cohen. . . . Joseph Burke has been promoted to assistant head statistician. . . . New bookkeeping machine operator is Sally Scarpelli.

BOOKER'S BIOG—Daniel Ponticelle has been in the industry for 16 years. Starting in the film room at Warners as a shipper, he moved into the booking department after two years. When the President sent him his greetings, he entered the navy, and served for three years in the South Pacific. After leaving the service, he went back to Warners, and, in 1948, went to work as a booker for the Brandt Circuit, where he is today. He is happily married to wife Jerri. The couple recently celebrated their 15th anniversary. One of his favorite hobbies is sketching, and he is proud of the fact that as a youngster he came in second in a borough-wide contest in Brooklyn. He once worked in Coney Island as a barker at a sideshow. One of the charter members of the Motion Picture Bookers Club, he is serving on the board.

'RAMBLIN' 'ROUND—Terry Testa, switchboard operator, Monogram, is back after illness. . . . Max Herschmann,

eastern salesman, Filmack, became a proud grandfather when his daughter gave birth to a girl. . . . Mary Larusso, Warners' booking department, quit to marry, and settle in Texas. . . . Bonded's night shipper Murray Vogel is back after a vacation. Ditto John Anderson, day examiner. . . . Lou Falkoff, formerly ELC office manager, is now with Associated Allied Productions, Inc., which sells films to TV.

—ARNOLD FARBER

Rochester

(Continued from preceding page)

hand, Loew's, after 53 years in the business, reminisced on the early days in the theatre.

Manager Jimmie Hayes resumed "free Bingo" at the Strand, extending the run of two Italian films at 60 cents admission as an entertainment attraction after winning a court acquittal in arrest for similar games. Manager Anthony Rosato, Waring, also planned to try the games as added attraction at regular prices, and other exhibitors indicated they might use "Bingo."

Don Stevenson, Starlite Drive-In, featured a children's playground.

PROJECTIONIST'S CORNER: Walter Knopf reports that he had a wonderful time on his Florida vacation, visited a number of projection booths, and finding some with very modern equipment, and others old-fashioned, and giving patrons poor service. In one theatre, the projectionist had once worked with Merritt Mitchell. . . . Assigned to drive-in booths are Ed Hall and Tracy Allen, Central; Carl Irons, Lake Shore, and "Little Man on the Wedding Cake," Starlite. . . . George Leavens, recovered from his recent illness, is working at the Waring. . . . Abe Orden was the first to fill out his Community Chest card. . . . Howard Bonehill did a swell job as "Ladies Nite" chairman for Orpheus Lodge.

—D. R.

Syracuse

Ed Linder, Astor, has recently found that by taking a regular still from a film, adding a bit of pressbook advertising, and having it blown up into a 40x60, he gets decidedly different lobby displays. He claims the cost of the work locally is about the same as for old fashioned sign shop work, but that it is a tremendous improvement. . . . Roy Moro, assistant manager, Astor, celebrated his first wedding anniversary.

Manager Charles Graziano, Schine's Paramount, secured a street window in McCrory's Store in which he used a boy dressed in misfit army fatigues and helmet, who spent four days before opening of "Up Front," peeling donated potatoes. Two aides toured the downtown streets bearing placards. Passes were awarded to winners of WSYR's contest on "My Funniest G.I. Experience." Frank Hennessy, on WNDR, interviewed the manager on "Up Front," giving three minutes of station time. Many book stores carried window displays of Mauldin books.

—J. J. S.

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NEWS OF THE

Territory

Philadelphia
Crosstown

The Fox held a trade showing of 20th-Fox's "On The Riviera."

The roof of the Darby was damaged by fire when a tar pot being used to repair an adjoining roof exploded. Before firemen extinguished the flames about 100 square feet of the theatre's roof was badly burned, and the air-conditioning system was knocked out of operation.

Bernie Resnick, son of George Resnick, Dell and Vogue, is now in the cadet corps of the air force at Sampson, N. Y.

The city amusement taxes continued their steady slide downward, dropping from \$1,198,146 in 1950 to \$943,379 in 1951 for the first four-month period.

Vine Street

George R. Giroux, field representative, Technicolor, was in. . . Mrs. Edna R. Carroll, chairman, motion picture committee, "Armed Forces Day," to be celebrated here on May 19, has seen to it that all theatres have received advertising material to help promote the celebration. Theatres are asked to give prominent position.

Hal Warner, recently resigned as manager, Benson, is recuperating in Temple Hospital from several operations. . . James Coyne, transferred from Pittsburgh, is the new Scranton, Pa., and Wilkes-Barre, Pa., salesman for U-I.

Sam Diamond, 20th-Fox branch manager, set a new record with "On The Riviera" set to break in 26 spots over Memorial Day.

Allied Buying and Booking Service is now handling the Burnham Drive-In, Lewistown, Pa., owned by Stanley Roth-ernel. This is Allied's 61st situation. . . Jack De Waal, RKO home office auditor, was in at the local branch.

Condolences are extended to RKO salesman Addie Gottshalk upon the death of his father. . . Iz Segall, manager, Rivoli and Belmont, terminated his connection with Columbus Stamper after 25 years. . . Max Bernstein is no longer connected with Fox-Ware Premiums.

Mitzi Harris Weiner became the mother of a baby boy, Scott Douglas, at Lying-in Hospital. The new comer weighed in at six pounds, 13 ounces. This makes Benny "American Film" Harris a grandfather again. Incidentally, Mrs. Benny Harris was rushed back to Jewish Hospital in a sinking condition.



The 15 geisha girls touring the country for RKO's "Tokyo File 212" are shown with star Florence Marly as they recently arrived in Washington, D. C., for the opening of the film at the RKO Keith.

Branch manager Max Gillis and the Monogram exchangeites were enthused over the June Stanton booking of "I Was An American Spy." . . Jim Clark, Tom Clark, fully recovered from his recent appendectomy, and other Highway Express officials were in New York attending the National Film Carriers convention. . . Tri-State Theatre Service is now handling the Sandy Beach Drive-In, Harvey's Lake, Pa., the National, Wilmington, Del., and the Century and Spruce.

UA branch manager Johnny Turner presided at a meeting of his exchange at the Warwick Hotel, reported on the recent sales meet, and familiarized aides with the ELC product.

District of Columbia
Washington

An unusual tribute to "Fabiola," was paid by Italian Ambassador and Madame Tarchiani, sponsoring a first public American screening for the Washington diplomatic, social, and newspaper set. Over 1000 guests, representing many embassies and legations, leading Capital society, and the entire press corps, were invited by the Italian Embassy to a special invitational showing at the Department of Interior Auditorium.

Metro's "Pete Smith Specialty," "Bandage Bait," was previewed at the President's Conference on Industrial Safety at the Departmental Auditorium.



Producer I. G. Goldsmith, left, and star Mercedes McCambridge check plans for the opening of UA's "The Scarf" at the S-W Aldine, Philadelphia, with Warner Theatres publicist Ted Schlanger during their recent visit to the Quaker City.

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MANAGER

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By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

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Hosting the conference was Secretary of Labor Maurice J. Tobin. "Bandage Bait" is a follow-up to last year's "Wrong Way Butch," also produced by Pete Smith at the request of the Department of Labor in its campaign to decrease the industrial accident rate.

Al Sherman, whose five-minute spot on Thursday evenings over WGMS at 8:25 has been a highly successful commentary on local stage and screen events, has assumed a 15-minute broadcast over the same station at 12 noon every Saturday, entitled "Al Sherman presents . . .", sponsored by the Georgetown.

Two premieres were scheduled, RKO Keith, "I Was An American Spy," and "Go For Broke," Loew's Capitol.

President Truman will attend the dedication of the Carter T. Barron Amphitheatre in Rock Creek Park on May 25.

Keiths returned temporarily to a stage show policy with the appearance of 16 geisha girls in connection with "Tokyo File 212."

Francis was in to help sell defense bonds.

20TH-FOX—Zelda Stough was back at work after illness. . . . Leona Weeden celebrated her birthday.

RKO—Ralph Collept is leaving to go with the Red Cross in charge of 16 mm. films.

MONOGRAM—Ruth Seidel celebrated her birthday.

UNITED ARTISTS—John Consantino, auditor, was making the usual visit. Florence Cardin, ex-ELC, is now Earle Sweigert's secretary.

NSS—Mrs. E. Bandel was in New York for her annual medical check-up.

REPUBLIC—Mrs. Bernel Zucharo is leaving to go to California to join her

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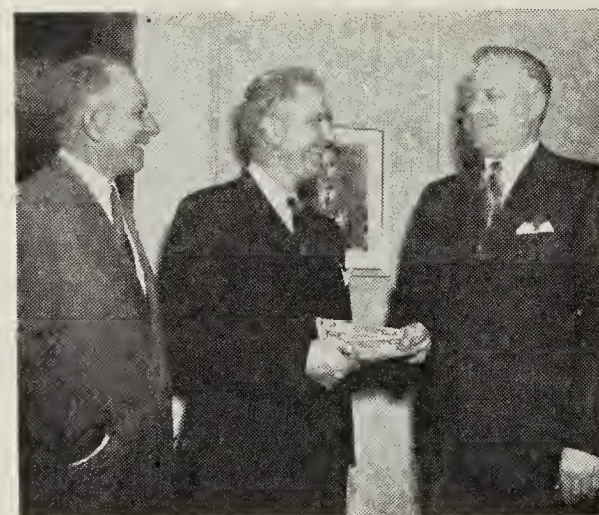
Vincent Iorio, manager, Trans-Lux, Washington, D. C., recently held a contest to find the tallest Eiffel Tower as promotion for ELC's "So Long At The Fair." Pictured above is the one that won the contest, made completely by hand by a Washingtonian, and over four feet tall.

husband stationed in the marines so Reba Campbell will replace her.

U-I—Miss Anna Barb, who married Walter Flemming, was honeymooning in Florida.

WARNERS—Among the guests at the Carter Barron memorial luncheon were, George Crouch, zone manager, Frank La Falce, Mr. and Mrs. Arthur Shaftel, George Werner, and Buster Root. Werner is leaving Warner for other fields.

The Variety Club pledged a new outpatient clinic at Children's Hospital, costing \$115,800, to be named the Variety Club Carter Barron Memorial Clinic. The pledge was made by Fred S. Kogod, chairman, welfare committee, and Morton Gerber, Chief Barker. Representing Children's Hospital were: Dr. Joseph S. Wall, chief, medical staff; James H. Lemon, president, Children's Hospital; Dr. Montgomery Blair, Jr., medical director, and Miss Edith Torkington, administrator. Also representing the hospital was Charles D. Drayton, campaign chairman. Honorary Chairmen for the luncheon were Commissioners J. Russell Young and F. Joseph Donohue. At the head table, in addition to the Variety Club and Children's Hospital



Fred McMillen, center, manager, Warner, Washington, D. C., is pictured as he recently received from Warner Theatres zone manager George Crouch \$250 in bonds, given by Columbia for his outstanding campaign on "Harriet Craig." Frank LaFalce, of Warners, looks on.

Survey Shows Houses Closed In Philadelphia

PHILADELPHIA—A survey made by EXHIBITOR shows the following local houses now closed: S-W Allegheny, S-W Orient, 56th Street, Cadet, Cinema Art, Southern, Aurora, Regis, Palm, Hollywood, Crescent, New Empress, Airport, Frankford, Booker, Frolic, Penypak and Upsal, and Penn, South Philadelphia. In addition, the S-W Capitol and S-W Victoria are being dismantled, and it has been announced that the Great Northern and the S-W Vernon are to be demolished, and used for other purposes.

Houses now in part-time operation are the S-W Lindy, S-W Imperial, Second Street, and S-W Imperial, 60th Street.

Nearby, the Roxy, Chester, Pa., closed.

representatives, was Carter T. Barron, Jr., only son of the late Carter Barron. A framed resolution of tribute to Barron, "one universally beloved in our Nation's Capital," was presented to his son by William E. Leahy, on behalf of the Washington area office, National Conference of Christians and Jews. Leahy is chairman, membership committee. Also attending the luncheon was Mrs. Verna D. Linzel, executive director, NCCJ.

Final location shooting on "The Greatest Show On Earth" takes place here and Philadelphia. DeMille and the cast and technical staff of the film arrived for extensive shooting during actual performances of the Ringling Brothers-Barnum and Bailey Circus under the big top. The entire troupe of "The Greatest Show On Earth," including the film's seven stars will participate in the regularly scheduled performances of the circus in both Washington and Philadelphia. The company will be in Washington from May 16-19. It will arrive in Philadelphia on May 20 for an additional four days of shooting.

Delaware Dover

The House of Representatives has passed a bill to permit continuous Sunday movies after 2 p.m. in Wilmington. As amended, Representative Joseph A. Bruno's measure would continue to make it unlawful for the showing of motion pictures within the limits of an incorporated city or town with a population of less than 100,000 persons on Sundays before noon and between the hours of 6 and 8 p.m. The bill as amended also provides that it would be unlawful to exhibit motion pictures within the limits of an incorporated city or town with a population of more than 100,000 persons on Sundays before the hour of 2 p.m. Wilmington is the only city in Delaware with more than 100,000 population, and would thus be enabled to have continuous Sunday movies from 2 p.m., instead of from noon to 6 p.m., and after 8 p.m. The bill now goes to the State Senate.



Washington's police chief, Robert J. Barrett, center, with his detective and homicide bureau heads and top aides, attended the recent special screening of Columbia's "M," arranged at the Trans-Lux, Washington, D. C., by Vincent Iorio.

Wilmington

The Department of Defense announced that a former projectionist at the Ace, Corporal Leroy Shahan, has been killed in action in Korea. . . . The mother of Walter Sullivan, projectionist, Ace, died. . . . George Joseph, projectionist, S-W Grand, was in St. Francis Hospital. Michael Jabluszewski was pinch-hitting. . . . Howard W. Rouke, Sr., projectionist, S-W Towne, was sick.

DuPont Company employees and the public generally will have an opportunity to see something of the work being done at the company's expanded Wilmington Experimental Station through the medium of a new 25-minute motion picture, "A Story of DuPont Research," in color, just completed. The new film is being shown at the Playhouse for DuPont employees, their families and friends, and for the public as well.

John O. Hopkins, Jr., is preparing to open Wilmington's newest theatre, the Hopkins, on May 22. The Hopkins will be equipped with RCA sound, Simplex projection machines, International seats, and typhoon air-conditioning, with screen and carpeting from National Theatre Supply. Berlo Vending will handle the candy stand, two candy machines, and fountain for soft drinks. W. D. Haddock Construction Company was contractor for the building and King Fisher, formerly of Wilmington, now of Danbury, Conn., the architect. Hewitt Bundy, projectionist, National, will move over to the new Hopkins as will Genevieve Rudd and Helen Burton. Head aide will be Clinton Jefferson. Hopkins said the National plans to close for refurbishing.

—HENRY L. SOLLY

Maryland Baltimore

Newsreel films prepared and distributed by Warner Pathe News, and consisting of a monthly digest of current events, are now being shown to Maryland school children as a new audio-visual instruction project.

Latest in series of civic celebrations attending openings of Warners' "I Was A Communist Spy for the F.B.I." was held in connection with the date at the



Larry Levy, manager, Loew's, Reading, Pa., recently used the above lobby display listing many forthcoming attractions, and giving passersby a complete roster of all MGM bookings for Loew's current "Festival of Hits," promotion.

Stanley. A personal appearance of Matt Cvetic and other activities were lined up for the premiere.

Leonardtwn

The four geisha girls who appeared in connection with RKO's "Tokyo File 212" at the New and St. Mary's were the talk of the town. They were tendered a tea at the home of general manager and Mrs. K. B. Duke, Sr., and were also guests of the two theatres at an old fashioned American chicken dinner at the Leonardtown Wharf Club. . . . Val Lyons, now manager, Glymont, Indian Head, Md., visited. . . . Mrs. Ollie Bean is the new manager, Ike Weiner's Waldorf, Waldorf, Md. Weiner is justifiably proud of the progress being made by his children, June, at the University of Maryland, and Gordon, at the Valley Forge, Pa., Military Academy.

Popular veteran manager Robert Wentworth, St. Mary's was initiated as a third degree Knight of Columbus. . . . The D. and L., Solomon's Island, Md., went under the managership of Charles and Fulton Dowell. . . . Area EXHIBITOR correspondent George Morgan Knight,



Among the notables attending the recent Washington, D. C., premiere of Lopert's "Tales Of Hoffmann," Playhouse, for the benefit of the National Symphony Orchestra, were President and Mrs. Harry Truman, and pictured with the President and the First Lady are Raymond E. Cox, president, National Symphony; Mrs. Charles F. Brannan, wife of the Secretary of Agriculture; Mrs. J. William Fulbright, wife of the Senator from Arkansas, and Mrs. Dwight Davis, chairman of the benefit premiere committee.



George Handy, manager, Rives, Martinsville, Va., recently used this clever gimmick to call attention to U-I's "Up Front." Copy on cow reads: "This is no bull. The top comedy of the year." The stunt attracted attention to his showing.

Jr., is having some of his many songs recorded by a California company.

New Jersey Bridgeton

The Stanley has been sold, and will be turned into a store.

Haddonfield

Robert Long is now operating the Little.

Pleasantville

Jack Greenberg has taken over the Rialto and Karilton.

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THEATRE INSTALLATIONS
and MAINTENANCE

Trenton

The Broad held a Saturday matinee talent contest.

Wildwood

Continuing a policy that brought the h use considerable good will in the past, Hunt's Beach, Cape May, opened in its foyer the first art showing of the new summer season with the best efforts of 20 students from the Milwood Studio art class. Mary Geary Seabrease, director of the studio, supervised the hanging, assisted by a committee and Richard Rodgers, art instructor. The art showing is in keeping with a policy established by Kenneth Love, manager, Beach.

Pennsylvania

Harrisburg

The Sam (Loew's) Gilmans vacationed for a week in Cleveland. . . . James Ford, 73, Lemoyne, Pa., fell down the cellar steps at his home, and suffered a broken nose and lacerations of the face.

Mrs. Anna Wilsbach, Elton, Steelton, Pa., underwent a recent operation. Jack Trumbo, new manager, Elton, is justifiably proud of the new RCA screen.

Nick Todorov, manager, Uptown, passed another milestone on April 28. . . . Mark Rubinsky, his two sons, Michael and David, and his brother, Charles Rubinsky, Uptown, attended a recent Phillies ball game.

Lancaster

The Fulton resumed daily matinees.

Lancaster Township's new amusement tax is scheduled to go into effect on June 15. The levy is one cent for every 10 cents of admission, and is the first ever levied by a school district in Lancaster County. Admissions to swimming pools are exempt.

McAdoo

The Palace, managed by William G. Elliott, is now operating part time, with the theatre closed every Monday and Friday.

Millerstown

Hoyd E. Summy, manager, Millers-town, is Republican nominee for county commissioner of Perry County.



Mrs. Catherine Heckert is the new assistant manager, Senate, Harrisburg, Pa.

TRADE SCREENINGS

PHILADELPHIA

RKO (230 North 13th) May 21, "Hard Fast, and Beautiful" (Claire Trevor, Robert Clarke, Sally Forrest).

MGM (1233 Summer) May 22, "Excuse My Dust" (Red Skelton, MacDonald Carey, Sally Forrest) (Technicolor).

Orefield

Shankweiler's Drive-In has been converted from 16 mm. to 35 mm. operation, and is now being operated by E. M. Miller.

Pottstown

Various angles of the amusements tax problem, with reference to the tax tendency to put amusements businesses out of operation, were ventilated at a hot session of Lower Pottsgrove District School Board. The district adjoins Pottstown. The board doubled the existing occupation tax from 50 mills to 100 mills, to meet an expected deficit of \$10,000 in next school year's budget. This move defeated a plan to levy an amusements tax.

Pottsville

(It was the Hollywood, not the Capitol, which played "Up Front," and which arranged a "funny caption" contest in connection with it. Carl F. Herman manages the house.—Ed)

Reading

Larry Levy, Loew's Colonial manager, took part in ceremonies in Rock Creek Park, Washington, D. C., dedicating the new Carter Barron amphitheatre there. . . . A number of attractive geisha girls appeared four times on the Astor stage with the first day of "Tokyo File 212."

The Warner held a test showing of "The DuPont Story." Admission was free, with DuPont paying the theatre for each person attending four showings daily of the full length Technicolor commercial subject. The film first played Wilmington, Del., and several other spots, but the local engagement is understood to be the one to decide whether it will be shown all over the country on a similar basis.

Amusements taxes collected by the City in 1950 were \$145,622. The \$145,622 is a far cry from the approximately \$300,000 the city fathers thought the tax would bring in when they first levied it three or four years ago.

School boards in Berks that levied amusements taxes, not to mention per capita taxes and "resident" taxes, levies unknown until recent years, to meet mounting expenses of operation, have new worries on their hands. Some of them used the extra "gravy" to pay some of the extra employees technically known as teachers, but actually serving as coaches or assistant coaches of athletic teams. Along came television, which attracted so many watchers that they refused to go to high school stadiums and playlots to see high school games. This put the high schools sports departments in the red, and now the coaches and assistant coaches are finding school district finances dwindling.



Claire Phillips, upon whose life story Allied Artists' "I Was An American Spy" is based, is seen as she recently arrived at La Guardia Field, New York, prior to attending the Washington, D. C., premiere. She was greeted by Major Kenneth Boggs, survivor of the Bataan death march, and six Wacs of the First Army.



Mario Lanza, star of MGM's "The Great Caruso," and Mrs. Lanza took time out recently at the Hotel Belvedere to meet MGM Baltimore, Md., sales representative Pete Prince; MPTO of Maryland President Lauritz Garman, and Loew's Theatres city manager Joseph Samartano.



Phil Isaacs, right, newly-appointed Paramount branch manager, Washington, D. C., is congratulated on his recent appointment by Howard Minsky, mid-eastern division manager for the company.

Scranton

The Comerford Circuit scheduled the first theatrical showings of "Hill Number One," special Easter television presentation filmed by Jerry Fairbanks Productions for "Family Theatre," and telecast by all stations in the nation.

Virginia Richmond

General Mark W. Clark was to meet Claire Phillips, when she arrived to attend the opening of Allied Artists' "I Was An American Spy," Byrd.

Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvorak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—86m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).
SOUTHSIDE 1-1000—MD—Don DeFore, Andrea King, George Tobias—Suspense-filled meller has the angles for selling—73m.—see Oct. 25 issue—(AA17).

TO BE REVIEWED OR IN PRODUCTION
DISC JOCKEY—Tom Drake, Jane Nigh, Ginny Simms.
DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinacolor).
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinacolor).

Astor

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
 (1950-51 releases from 301 up)
AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).
BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).
BRAVE BULLS, THE—D—Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).
COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randell—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).
EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).
FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue.
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
HARRIET CRAIG—D—Joan Crawford, Wendell Corey, Lucille Watson—Good women's show—94m.—see Nov. 8 issue—(323).
HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).
HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Moore, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).
KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(241).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).
RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).
SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—87½m.—see May 9 issue—(Technicolor)—(330).
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).
SNAKE RIVER DESPERADOS—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
STAGE TO TUCSON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).

EXHIBITOR

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THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
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MAY 16, 1951

TEXAN MEETS CALAMITY JANE, THE—W—Evelyn Ankers, James Ellison, Lee White—Color may help mild western—71m.—see Oct. 25 issue—(Cinacolor)—(303).
TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—66m.—see Mar. 14 issue—(352).
TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).
VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).
YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION
BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinacolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette—(367).
BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.
CHINA CORSAIR—Jon Hall, Lisa Ferraday, Ron Rondell.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
DARK PAGE—Broderick Crawford, John Derek, Donna Reed.
FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.
FIVE—William Phipps, Susan Douglas, James Anderson.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.
HURRICANE ISLAND—Jon Hall, Marie Windsor, Romo Vincent—(Supercinacolor).
JUNGLE SAFARI—Johnny Weissmuller, Angela Greene, Jean Williams.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

Abbreviations following titles indicate type of picture.
 ACD—Action drama
 AD—Adventure drama
 ACNU—Action musical
 ADMD—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 C—Comedy
 CAR—Cartoon feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMD—Factual melodrama
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OPC—Operatic comedy
 OPD—Operatic drama
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama with music
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western musical

LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.
LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor)—(336).
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinacolor).
MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).
MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).
NEVER TRUST A GAMBLER—Dane Clark, Cathy O'Donnell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.
REMEMBER THAT FACE—Broderick Crawford, Betty Huth, Otto Hulett.
SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).
SILVER CANYON—Gene Autry, Gail Davis, Pat Buttram.
SIROCCO—Humphrey Bogart, Lee J. Cobb, Marta Toren.
SMALL WONDER—Robert Cummings, Barbara Hale.
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinacolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
TEXAS RANGERS—George Montgomery, Gale Storm, John Lital—(Supercinacolor)—(325).
WAR CRY—George Montgomery, Audrey Long, Howard S. John.
WHEN THE REDSKINS RODE—Jon Hall, Mary Castle, Sherry Moreland—(Supercinacolor)—(339).
WHISTLE AT EATON FALLS, THE—Dorothy Glish, Lloyd Bridges, Carleton Carpenter.

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.
SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: B.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)
BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).
DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).
FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).
GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 issue—(4932).
HOLIDAY RHYTHM—CMU—Mary Beth Hughes, David Street, Wally Vernon—Pleasing musical for the lower half—60, 70m.—see Oct. 25 issue—(4911).
MASK OF THE DRAGON—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).
STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).
3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).
TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

G.I. JANE—Jean Porter, Tom Neal, Iris Adrian.
KENTUCKY JUBILEE—Jerry Colonna, Jean Porter, James Ellison—(5007).

LITTLE BIG HORN—John Ireland, Lloyd Bridges, Marie Windsor—(5003).
LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler.
PIER 23—Hugh Beaumont, Ann Savage, Edward Braphy—(5018).
ROARING CITY—Hugh Beaumont, Richard Travis, Jaan Valerie—(5016).
SAVAGE DRUMS—Sabu, Lita Baron, Sid Meltan.
THAT'S SHOW BUSINESS—Jimmy Mulcahy, Mildred Mulcahy, Paul Gordon.
YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore.

Metro

(1949-50 releases from 1 up)

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(118).
FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue—(129).
GREAT CARUSO, THE—DMU—Morio Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
GROUND FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).
HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—113m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).
MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Eduard Franz—High rating—88m.—see Nov. 22 issue—(116).
METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 issue—Leg.: B—(111).
PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).
TERESA—D—Pier Angeli, John Ericson, Patricia Collinge—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy).
THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
TWO WEEKS WITH LOVE—CMU—Jane Powell, Ricardo Montalban, Louis Calhern, Ann Harding—Pleasing musical—92m.—see Oct. 25 issue—(Technicolor)—(108).
VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).
WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricarda Montalban, Adolphe Menjou—(Technicolor).
AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caran, Oscar Levant—(Technicolor)—(122).
ANGEL AND THE PIRATES, THE—Paul Douglas, Janet Leigh, Jonathan Cott.
BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.
BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel.
CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—(Made in England).
EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—(Technicolor).
IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Fredric March, William Powell.
KIND LADY—Ethel Barrymore, Maurice Evans, Angela Lansbury.
LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.
LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
MAN WITH THE CLOAK—Joseph Cotten, Barbara Stanwyck, Louis Calhern.
MR. IMPERIUM—Lana Turner, Ezio Pinza, Marjorie Main, Sir Cedric Hardwicke—(Technicolor)—(131).
NO QUESTIONS ASKED—Borrry Sullivan, Arlene Dahl, George Murphy.
NORTH COUNTRY, THE—Stewart Granger, Wendell Corey—(Anscocolor).
PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).
PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.

PEOPLE WE LOVE, THE—Ray Milland, John Hodiak, Nancy Davis—(130).
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
QUO VADIS—Robert Taylor, Deborah Kerr, Lee Gann—(Technicolor)—(Made in Italy).
RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).
SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).
STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Millard Mitchell.
STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
THIN KNIFE, THE—Walter Pidgeon, Ann Harding, Lewis Stone.
TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.
WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neal Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
BIG TIMBER—MD—Roddy McDowall, Jeff Donnell, Lyn Thomas—Far the duallers—73m.—see Oct. 25 issue—(4908).
BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn far neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adele Jergens—Better series entry far the duallers—67m.—see Nov. 8 issue—(4916).
BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer far the lower half—66m.—see Dec. 20 issue—(4920).
CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 issue—(4944).
COLORADO AMBUSH—W—Johnny Mack Brown, Myran Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).
GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting impart—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
HIDDEN CITY, THE—AD—Johnny Sheffield, Sue England, Paul Guilfoyle—Okeh "Bamba" entry far the lower half—71m.—see Oct. 25 issue—(4906).
HOT ROD—MD—James Lydon, Gloria Winters, Gil Stratton—Okeh action far the duallers—61m.—see Oct. 25 issue—(4918).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—Far the lower half—72m.—see Apr. 11 issue—(5109).
MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average far the series—54m.—see Apr. 25 issue—(5141).
NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myran Healey—Good series entry—57½m.—see May 24 issue—(4952).
OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).
RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer far the lower half—73m.—see Feb. 14 issue—(5115).
SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama far the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myra Healey—(5142).
CANYON RAIDERS—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5151).
CASA MANANA—Robert Clarke, Virginia Welles, Carol Brewster.
CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).
FATHER TAKES THE AIR—Raymond Walburn, M'liss McClure, Gary Gray.
MONTANA DESPERADO—Johnny Mack Brown.

NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).
YUKON MANHUNT—Kirby Grant, Gail Davis, Chinook.

Paramount

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ACE IN THE HOLE—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—90m.—see Apr. 25 issue—(5019).
AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Lagan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy far the duallers—82m.—see Apr. 25 issue—(5021).
DEAR WIFE—C—William Holden, Jean Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
GOLDBERGS, THE (Mally)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
GREAT MISSOURI RAID, THE—WD—Wendell Carey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—87m.—see Apr. 25 issue—(Technicolor)—(5020).
LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grasses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
MOLLY—see Goldbergs, The.
MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grasses—113m.—see Sept. 13 issue—(5007).
QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
SEPTEMBER AFFAIR—ROMD—Joan Fontaine, Joseph Cotten, Francoise Rosay—Good romance far the femme trade—104m.—see Oct. 25 issue—Leg.: B—(Partly filmed in Italy)—(5012).
TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Cavalry adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor).
DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Peter Hanson.
DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
EAGLES OF THE NAVY—Alan Ladd, William Bendix.
FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor).
MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
PASSAGE WEST—John Payne, Arleen Whelan, Dennis O'Keefe—(Technicolor)—80m.—(5022).
PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn.
PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
SILVER CITY—Yvonne DeCarlo, Edmond O'Brien, Barry Fitzgerald—(Technicolor).
SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
STOOGES, THE—Dean Martin, Jerry Lewis, Polly Bergen.
SUBMARINE COMMAND—William Halden, Nancy Olson, John Lund.
THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen—(5026).
WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor)—(5024).
WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1949-50 releases from 001 up)

(1950-51 releases from 101 up)

BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast-moving outdoor show—83m.—see May 9 issue—(Technicolor)—(176).

BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).

CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).

COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—81m.—see Jan. 3 issue—(109).

CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).

DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—64m.—see Jan. 3 issue—(112).

EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).

FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B—(116).

GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).

GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue—(120).

HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).

JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).

JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—66m.—see May 9 issue—(Technicolor)—(177).

KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue—(173).

LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).

LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).

MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harold Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).

MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).

MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—77m.—see Mar. 28 issue—(114).

NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).

PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—89m.—see Feb. 28 issue—Leg.: B—(171).

RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).

SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue.

SEALED CARGO—MD—Dana Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).

TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).

TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).

TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).

THEY GOT ME COVERED—F—Bop Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue.

THING FROM ANOTHER WORLD, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly-interesting, well-made exploitation entry—86m.—see Apr. 11 issue.

TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).

UP IN ARMS—CMU—Donny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor).

VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling 83m.—see Dec. 6 issue—Leg.: B—(167).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.

BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.

BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).

BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.

CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.

DARK HIGHWAY—Robert Ryan, Ida Lupino, Ward Bond.

FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).

HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).

HAPPY GO LOVELY—David Niven, Vera Ellen, Cesar Romero—(Technicolor)—(English-made).

HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest—(119).

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.

HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.

HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.

IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).

LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.

MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).

NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.

ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.

PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.

RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.

RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.

ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.

SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).

TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.

TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).

BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).

BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).

CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).

CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).

DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).

FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).

HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).

HIT PARADE OF 1951—CMU—John Carroll, Marie McDonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).

INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).

JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).

MACBETH—D—Orson Welles, Jeanette Nolan, Don O'Herlihy—Entry for class and art spots merits special attention—85m.—see Oct. 25 issue—(5003).

MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).

MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open ailer—60m.—see Dec. 6 issue—(4574).

NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).

NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Trucolor)—(4944).

OH! SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).

PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).

PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).

REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).

RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).

ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).

RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).

SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).

SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).

SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).

THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).

TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).

TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).

UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—67m.—see Dec. 6 issue—(4954).

TO BE REVIEWED OR IN PRODUCTION

BULLFIGHTER AND THE LADY—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico)—(5009).

FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kay, Chubby Johnson.

FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Ciannelli—(5011).

HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.

HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.

IN OLD AMARILLO—Roy Rogers, Penny Edwards, Pinky Lee—(5043).

LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.

LOST PLANET AIRMEN—Tristram Coffin, Mae Clark, Don Haggerty—(Reedited from serial, "King of the Rocket Men").

MILLION DOLLAR PURSUIT—Penny Edwards, Stephen Flagg, Grant Withers.

NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Prelle, Vincent Prince, Agnes Moorehead.

RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.

RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.

SEA HORNET, THE—Rod Cameron, Adele Mara, Jim Davis.

SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.

SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.

UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.

WELLS FARGO GUNMASTER—Allan "Rocky" Lane, Roy Barcroft, Mary Ellen Kay—(5061).

WINGS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up)

(1951 releases from 101 up)

AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Prelle, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).

BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).

CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).

FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).

FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwen—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).

FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).

HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).

HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).

HOUSE ON TELEGRAPH HILL—D—Richard Basehart, Valentina Cortesa, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).

I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).

I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).

KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).

LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).

MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).

MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).

OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(137).

ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—(Technicolor)—(115).

RAWHIDE—WMD—Tyronne Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).

SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercinecolor)—(106).

13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).

U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).

YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.

ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).

AS YOUNG AS YOU FEEL—David Wayne, Thelma Ritter, Monty Woolley—(120).

CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy Mel Ferrer.
DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.
DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).
DESERT FOX, THE—James Mason, Desmond Young, Jessica Tandy.
DON'T CALL ME MOTHER—Claudette Colbert, Macdonald Carey, Zachary Scott.
DR. PRAETORIUS STORY, THE—Cary Grant, Joanne Dru, Hugh Marlowe.
FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—(Technicolor).
FROGMEN, THE—Richard Widmark, Dana Andrews, Gary Merrill—(122).
GOLDEN GIRL, THE—Dennis Day, Mitzi Gaynor, Dale Robertson—(Technicolor).
GUY WHO CAME BACK, THE—Paul Douglas, Joan Bennett, Linda Darnell—(118).
KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
MEN OF TWO WORLDS—Tyronne Power, Constance Smith—(Made in England)—(Technicolor).
MR. BELVEDERE BLOWS HIS WHISTLE—Clifton Webb, Joanne Dru.
NO HIGHWAY—James Stewart, Glynis Johns, Marlene Dietrich—(Made in England)—(121).
NO ROOM FOR THE GROOM—Fred MacMurray, Eleanor Parker, Richard Carlson.
SECRET OF CONVICT LAKE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
SKID ROW—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.
TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—93m.—(Technicolor)—(119).

United Artists

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(ELC).
BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(ELC).
CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue—(ELC).
CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(ELC).
CYRANO DE BERGERAC—RCMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).
FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialog)—(Levey).
FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).
GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(ELC).
I KILLED GERONIMO—W—James Ellisan, Virginia Herrick, Chief Thundercloud—Good Indian war thriller for the duallers—61m.—see Oct. 25 issue—(ELC).
KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(ELC).
LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—86m.—see Mar. 14 issue—(English-made)—(ELC).
MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).
MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(ELC).
MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(ELC).
MY OUTLAW BROTHER—see My Brother The Outlaw—(ELC).
NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).
ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).
OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(Neame).
ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnar Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(ELC).
PAPER GALLOWES—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(ELC).
PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(ELC).
PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).
QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).
ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Ellye Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(ELC).
SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspey).

SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor)—(ELC).
SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(ELC).
SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).
SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).
SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(ELC).
SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—92m.—see Dec. 6 issue—(Stillman).
SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(ELC).
TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(ELC).
THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made)—(ELC).
THREE HUSBANDS—C—Emlyn Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. 8 issue—Leg.: B—(Glaria).
TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(ELC).
TRY AND GET ME—see Sound Of Fury.
TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(ELC).
WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue—(ELC).
WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(ELC).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
BADMAN'S GOLD—Johnny Carpenter, Alyn Lockwood, Troy Tarrell—(ELC).
CAIRO ROAD—E. Portman—(English-made)—(ELC).
CLOUDBURST—Robert Preston, Elizabeth Sellars, Harold Lang—(ELC).
EVIL ONE, THE—David Ferrar, Geraldine Fitzgerald—(ELC).
HE RAN ALL THE WAY—John Garfield, Shelley Winters—77m.—Leg.: B—(Roberts).
HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney—(ELC).
MAN WITH MY FACE, THE—Barry Nelson, Lynn Ainley, Carole Matthews—(Made in Puerto Rico)—75m.—Leg.: B—(Gardner).
MR. DRAKE'S DUCK—Douglas Fairbanks, Jr., Yolande Donlan—(English-made)—(Angel).
NAUGHTY ARLETTE—Mai Zetterling, Hugh Williams, Paul Dupuis—86m.—Leg.: B—(English-made)—(ELC).
PARDON MY FRENCH—Merle Oberon, Paul Henreid—(ELC).
ST. BENNY THE DIP—Dick Haymes, Roland Young, Nina Foch—80m.—(Danzinger).
THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—85m.—(Made in Italy)—(Wilder).
TWO GALS AND A GUY—Janis Page, Robert Alda—(ELC).
VOLCANO—Anna Magnani, Geraldine Brooks—110m.—Leg.: B—(Italian-made)—(ELC).
WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France)—(ELC).

Universal-International

(1949-50 releases from 901 up;
 1950-51 releases from 101 up)
ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).
AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).
APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).
BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
DEPORTED—MD—Marta Toren, Jeff Chandler, Claude Dauphin—Interesting meller—89m.—see Oct. 25 issue—(103).
DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor)—(119).
FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the duallers—77m.—see Apr. 11 issue—(120).
FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).
GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).
HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).
KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).

LITTLE BALLERINA—DMU—Yvonne Marsh, Marion Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).
MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).
MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).
MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).
OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-made)—(113).
PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).
SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).
TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—(Two-story feature comprising "Fargo Phantom" and "Coyote Canyon")—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—(Two-story feature comprising "Rustlers' Ransom" and "Gold Strike")—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Good program melodrama—82m.—see Nov. 8 issue—(105).
UP FRONT—C—David Wayne, Tom Ewell, Marina Berti—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).

TO BE REVIEWED OR IN PRODUCTION

BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.
BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).
CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).
CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).
COMIN' ROUND THE MOUNTAIN—Bud Abbott, Lou Costello, Dorothy Shay.
FIDDLER'S GREEN—Shelley Winters, Richard Conte, Stephen McNally.
FLAME OF ARABY—Maureen O'Hara, Jeff Chandler, Maxwell Reed—(Technicolor).
FRANCIS GOES TO THE RACES—Donald O'Connor, Piper Laurie, Jesse White—(125).
GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
HOLLYWOOD STORY, THE—Richard Conte, Julia Adams, Henry Hull—(124).
IRON MAN, THE—Stephen McNally, Jeff Chandler, Evelyn Keyes.
LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
PRINCE WHO WAS A THIEF, THE—Anthony Curtis, Piper Laurie—(Technicolor)—(126).
REUNION IN RENO—Mark Stevens, Peggy Dow, Gigi Perreau.

Warners

(1949-50 releases from 901 up)
 (1950-51 releases from 001 up)
ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
BREAKTHROUGH—MD—David Brian, John Agar, Frank Lovejoy, Suzanne Dalbert—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).
DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).
DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCora—Good melodrama—87m.—see Jan. 31 issue—(015).
GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).
HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).
I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).

LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).

LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).

ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).

OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grasses—109m.—see Jan. 17 issue—Leg.: B—(013).

RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).

ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).

STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).

SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).

VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

AS TIME GOES BY—Gene Tierney, Ray Milland, Fay Bainter.

CAPTAIN HORATIO HORNBLOWER—Gregory Peck, Virginia Maya, Ingeborg Wells—(Made in England)—(Technicolor).

DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—(Technicolor).

FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.

FORT WORTH—Randolph Scott, David Brian, Phyllis Thaxter—(Technicolor).

GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).

HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.

INSIDE THE WALLS OF FOLSOM PRISON—David Brian, Steve Cochran, Dorothy Hart—87m.—Leg.: B—(026).

JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).

POLITICIAN, THE—Joseph Cotten, Patricia Neal.

STREETCAR NAMED DESIRE—A—Vivien Leigh, Marlon Brando, Kim Hunter.

STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker—Leg.: B—(027).

TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).

HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(In color)—(World Travel).

HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).

INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).

KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).

MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).

SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Flore).

VIENNA ART TREASURES—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—(Kadachrome)—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).

APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).

BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).

BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).

BULLET FOR STEFANO—MD—Valentina Cortese, Rossano Brazzi, Carlo Ninchi—Average import for the art houses—96m.—see Nov. 22 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolaro).

CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).

CHRISTINA—HISD—Petra Peters, Wolfgang Lukschy, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).

COSSACKS OF THE KUBAN—MUC—Marina Ladynina, Sergei Lukianov, Vladimir Vlododin—Okeh import for the Russian houses—98m.—see Nov. 22 issue—(Russian-made)—(English titles)—(Magnicolor)—(Artkino).

CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).

DANCE OF LIFE—FANMU—Valerie Bettis, Letita Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).

DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casolaro).

DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).

DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).

EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).

FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).

FILM WITHOUT A NAME—CD—Hildegard Neff, Willy Fritsch, Hans Sohnker—Entertaining navelty import—75m.—see Nov. 22 issue—Leg.: B—(German-made)—(English titles)—(Oxford).

FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

FLAMING HEARTS—ROMD—Lillian Harvey, Esmond Knight, Dennis Hoey—Weak entry—67m.—see Oct. 25 issue—(English-made)—(Cosmopolitan).

FLESH WILL SURRENDER—D—Aldo Fabrizi, Aedea Fabrizi, Yvonne Sanson—Emotional drama has appeal for the art houses—96m.—see Oct. 25 issue—Leg.: C—(Italian-made)—(English titles)—(Lux).

GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Topnotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).

HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English Films).

HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).

HIDDEN RIVER—D—Maria Felix, Fernando Lsunza, Carlos Montezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).

HORSEMEN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).

HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Art).

INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 3 issue—(English-made)—(Pentagon).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).

JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa, Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).

KRAKATIT—DFAN—Karek Hoger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).

LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).

L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernet, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—(French-made)—(English titles)—(International Film).

LAST HOLIDAY—CD—Alec Guinness, Beatrice Campbell, Kay Walsh—Delightful import for the art spots—88m.—see Nov. 22 issue—(English-made)—(Stratford).

LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).

LOOK BEFORE YOU LOVE—ROMD—Margaret Lockwood, Griffith Jones, Norman Wooland—Lockwood name should help import—96m.—see Nov. 22 issue—(English-made)—(Bell).

LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).

MAD QUEEN, THE—HISROMD—Aurora Batista, Fernando Rey, Sara Montiel—Drama may have appeal for the art houses—107m.—see Nov. 8 issue—(Spanish-made)—(English titles)—(Azteca).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).

MANON—ROMD—Cecile Aubrey, Michel Auclair, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).

MARRIAGE OF FIGARO—OPC—Angelika Hauff, Willi Domgraf-Fassbender, Sabine Peters—Good opera picturization—87m.—see Nov. 22 issue—(German-made)—(English titles)—(Central Cinema).

MATTER OF MURDER, A—John Barry, Maureen Riscoe, Charles Clapham—Fair English meller for the lower half—52m.—see Nov. 22 issue—(English-made)—(Hoffberg).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).

MINNE—CD—Daniele Delorme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).

MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).

MULATTO, THE—D—Renato Baldini, Umberto Spadara, Iole Fierro—High rating import—97m.—see Nov. 22 issue—(Italian-made)—(English titles)—(Scalera).

NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).

NO PLACE FOR JENNIFER—D—Leo Genn, Bea Campbell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg.: B—(English-made)—(Stratford).

OH, AMELIA—SC—Dannielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).

OUR DAILY BREAD—D—Paul Bildt, Harry Hindemith, Victoria von Ballasko—Import has limited appeal—102m.—see Nov. 8 issue—(German-made)—(English titles)—(Central Cinema).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernanda Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).

OUTSIDER, THE—D—Richard Attenborough, Sheila Sim, Bernard Miles—Good English drama has limited appeal—95m.—see Nov. 22 issue—(English-made)—(Ballantine).

PANCHO VILLA RETURNS—HISD—Leo Carrillo, Esther Fernandez, Jeanette Comber—Standard outdoor drama has same exploitation angles—95m.—see Nov. 8 issue—(Mexican-made)—(English dialogue)—(Hispana Continental).

PARIS 1900—DOC—Compilation depicting Parisian life from 1900-14, narrated by Monty Woolley—78m.—see Nov. 22 issue—(French-made)—(English adaptation)—(Mayer-Kingsley).

RED ANGEL, THE—SMD—Tilda Thamar, Paul Meurisse, Berval—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).

RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).

RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvilya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).

SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).

SINNERS, THE—D—Serge Reggiani, Monique Melinand, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lapert).

SONG OF MY HEART—OPC—Giuseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).

SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).

SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).

TALES OF HOFFMANN, THE—OP—Moira Shearer, Leonide Massine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).

TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).

TREASURE, THE—F—Danute Szafarska, Jerzy Duszynski, Adolph Dymyszka—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).

TWO ORPHANS, THE—D—Valli, Maria Denis, Osvaldo Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).

UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenka, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).

VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anno Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).

WEINER BLUT—MUC—Willy Ritsch, Maria Hoist, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).

WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)			
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	3072
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump	B	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
3436	(June 14)	Phony Cronies			
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15ep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15ep.	3012
3160	(May 31)	Roar Of The Iron Horse		15ep.	
SPECIAL (Technicolor)					
(.....)		A Day With The FBI			
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studia Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife			
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
3555	(June 14)	Candid Microphone—No. 5	G	10m.	
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Mar. 29)	Havana Madrid	G	10m.	3074
3654	(Apr. 17)	New York After Midnight		10m.	
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tats' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love		7 1/2m.	
3610	(June 21)	Air Hostess		8m.	
FILM NOVELTIES (8)					
3991	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3) (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	29998
3503	(June 28)	Family Circus			
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	3074
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Thrabs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	3074
3858	(May 17)	Hollywood Awards		9 1/2m.	
3859	(June 21)	Hollywood Pie Throwers		9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
3951	(Sept. 21)	Korn Kabblers	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Mar. 22)	Quebec Sports Holiday	F	8 1/2m.	3075
3807	(Apr. 26)	Mr. Tennis			
3808	(May 31)	Future Major Leaguers			
3809	(June 28)	Sunshine Sports			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tam and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(.....)	Symphony In Slang	E	7m.	3056
W-246	(.....)	His Mouse Friday (T-J)	F	7m.	3065
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
(.....)		The Bodyguard			
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks	F	8m.	
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(.....)	Bandage Bait			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo			
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	
R10-10	(May 25)	Close Decisions			
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	
P10-8	(June 1)	As The Crow Lies			
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	
POPEYE CARTOONS (3) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	
E10-7	(June 6)	Double Cross Country Race			
POPEYE CHAMPIONS (4) (Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6) (Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miners Forty Niners	E	7m.	
THE MOVIES AND YOU (All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3005
RKO					
Two Reel CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi-Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 19)	The Newlywed's Boarder	F	15m.	30

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m. 2960	
14302	(Oct. 20)	Football's Mighty Mustang	F	8m. 2975	
14303	(Nov. 17)	Diving Dynasty	F	8m. 3004	
14304	(Dec. 15)	Connie Mack	F	8m. 2975	
14305	(Jan. 12)	Canadian Snow Fun	G	8m. 3035	
14306	(Feb. 9)	Big House Rodeo	F	8m. 3075	
14307	(Mar. 9)	The Big Shoot	G	8m. 3059	
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m. 3067	
14309	(May 4)	First Lady Of The Turf			

THE MOVIES AND YOU (All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m. 2769	

WALT DISNEY CARTOONS (18) (Technicolor) (D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker (D)	G	7m. 2965	
14102	(Sept. 22)	Camp Dog (P)	G	7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974	
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998	
14105	(Nov. 24)	Morris The Midget Moose (S)	G	8m. 2938	
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013	
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013	
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035	
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040	
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056	
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065	
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064	
14113	(Apr. 21)	Cold War (S)			
14114	(.....)	Test Pilot Donald			

WALT DISNEY REISSUES (6) (Technicolor)					
14701	(Oct. 27)	The Moth And The Flame	E	8m. 2975	
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985	
14703	(Feb. 23)	Merbabies	E	9m. 2985	
14704	(Apr. 20)	The Practical Pig	E	8m. 2985	
14705	(July 6)	Polar Trappers	E	8m. 2985	
14706	(Aug. 24)	The Old Mill	E	9m. 2985	

Republic SERIALS (4)					
5081	(Dec. 23)	Desperadoes Of The West	G	12ep. 2934	
5082	(Mar. 17)	Flying Disc Men From Mars	G	12ep. 2974	
5083	(June 9)	Perils Of The Darkest Jungle (Reissue)	F	12ep. 3012	
5084	(.....)	Don Daredevil Rides Again	F	12ep. 3074	

THIS WORLD OF OURS (6) (Trucolor)					
4975	(Mar. 15)	Norway	G	9m. 2806	
4976	(June 1)	Denmark	G	9m. 2890	
4977	(July 15)	Glacier National Park	G	9 1/2m. 2915	
4978	(Aug. 30)	Sweden	G	9m. 2932	
4979	(Oct. 15)	France	E	10m. 2965	
4980	(Nov. 30)	Holland	G	9m. 2986	
(1950-51)					
5071	(Jan. 15)	London	F	9m. 3013	
5072	(Feb. 15)	Portugal	G	9 1/2m. 3040	
5703	(Mar. 15)	Spain	G	9m. 3075	
5704	(Apr. 15)	England		9m.	
5705	(May 15)	Hawaii	F	10m.	
5706	(June 15)	Greece			

20th Century-Fox Three Reel					
7101	(Jan.)	Why Korea?	E	30m. 3012	
Two Reel					
THE MARCH OF TIME (8) (Vol. 16)					
(Feb.)	No. 1—Mid Century: Half Way To Where?	E	17m. 2798		
(Mar.)	No. 2—The Mole Look	G	16m. 2819		
(Apr.)	No. 3—Where's The Fire?	E	19m. 2850		
(May)	No. 4—Beauty At Work	E	17m. 2874		
(Aug.)	No. 5—As Russia Sees It	G	16m. 2914		
(Sept.)	No. 6—The Gathering Storm	F	17m. 2952		
(Nov.)	No. 7—Schools On The March	G	18m. 2974		
(Dec.)	No. 8—Tito—New Ally?	E	18m. 3003		
(Vol. 17) (8)					
(Feb.)	No. 1—Strategy For Victory	G	17 1/2m. 3028		
(Mar.)	No. 2—Flight Plan For Freedom	E	18 1/2m. 3049		
(Apr.)	No. 3—The Nation's Mental Health	E	17m. 3072		

SPECIAL					
7903	(.....)	Draughtsman Of Dreams	G	16 1/2m. 2850	
(.....)	(.....)	The Magnetic Tide (Cine- color)	G	21m. 2985	

One Reel LEW LEHR (2) (Re-releases)					
9001	(Aug.)	Monkeys Is The Cwaziest People	G	9m. 2915	
9002	(Aug.)	Monkey Doodle Dandies	G	9m. 2915	

MOVIETONE ADVENTURES (Technicolor)					
2051	(Apr.)	Pottern Of Progress	G	8m. 2806	

MOVIETONE MELODIES (4)					
7001	(Jan.)	Lawrence Welk and His Chompagne Music	F	9m. 2779	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7002	(Mar.)	Red Ingle and His Gang	G	9m. 2785	
7003	(Aug.)	Skitch Henderson & Orch.	F	10m. 2883	
7004	(Oct.)	The Fontane Sisters	F	8m. 2932	

MOVIETONE SPECIALTIES (6)					
8001	(June)	Mid-West Metropolis	G	9m. 2839	
8003	(July)	Muscle Of Manhattan	E	10m. 2839	
8001	(Feb.)	Struggle For Survival	E	9m. 2591	
8802	(Aug.)	The Hunter	E	8m. 2667	
9803	(Sept.)	Shadows In The Snow	G	9m. 2725	

SPECIAL					
(.....)	(.....)	Home Of The Homeless	G	10m. 2837	

SPORTS REVIEWS (12) (T—Technicolor)					
3001	(Jan.)	Skiing Is Believing	G	9m. 2779	
3002	(Feb.)	From Jib To Tossall	F	8 1/2m. 2770	
3003	(May)	Diving Maniacs	G	9m. 2884	
3004	(May)	Shooting The Salmon Rapids	G	10m. 2839	
3005	(July)	Winning Form	F	10m. 2915	
3006	(June)	Action With Rod And Reel	G	10m. 2850	
3007	(Sept.)	Bowlers' Fair	B	8m. 2915	
3008	(Sept.)	Football Pay-Off Plays	G	10m. 2965	
3009	(Oct.)	Circus On The Campus	G	10m. 2965	
3010	(Nov.)	Tee Girls	G	10m. 2965	
3051	(Mar.)	Frolic In Sports	G	8m. 2806	
(1950-51)					
3101	(Jan.)	Arrow Artistry	F	9m. 3056	
3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m. 3065	

TERRYTOONS (20) (Technicolor)					
5001	(Jan.)	Comic Book Land	G	7m. 2779	
5002	(Feb.)	The Talking Magpies In The Fox Hunt	F	7m. 2784	
5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m. 2785	
5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m. 2806	
5005	(Apr.)	Aesop's Fable Foiling The Fox	F	7m. 2839	
5006	(Apr.)	Dinky In The Beauty Shop	F	7m. 2839	
5007	(May)	The Talking Magpies In A Merry Chase	F	7m. 2839	
5008	(May)	Dream Walking	G	7m. 2850	
5009	(June)	Mighty Mouse In Law And Order	F	6 1/2m. 2915	
5010	(July)	The Red Headed Monkey	F	7m. 2883	
5011	(July)	Dingbat In All This And Rabbit Stew	F	7m. 2883	
5012	(Aug.)	The Dog Show	F	7m. 2883	
5013	(Aug.)	The Talking Magpies In King Tut's Tomb	G	7m. 2839	
5014	(Sept.)	Little Roquefort In Cat Happy	F	7m. 2907	
5015	(Sept.)	If Cats Could Sing	F	6 1/2m. 2915	
5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m. 2932	
5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m. 2932	
5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m. 2965	
5019	(Dec.)	Dingbat In Sour Grapes	G	7m. 2965	
5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m. 2965	

(1950-51) (26)					
5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021	
5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021	
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull	F	6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051	
5110	(May)	Mighty Mouse In Goons From The Moon	G	7m. 3065	
5111	(May)	Little Roquefort In Musical Madness	F	7m. 3056	
5112	(June)	Half Pint In Elephant Mouse	G	7m. 3065	
5113	(June)	The Talking Magpies In The Rainmakers	G	7m. 3065	
5114	(June)	Mighty Mouse In Injun Trouble		7m.	
5115	(July)	Little Roquefort In Seasick Sailors		7m.	
5116	(July)	The Terry Bears In Toll Timber		7m.	
5117	(Aug.)	Aesop's Fables: Golden Egg Goose		7m.	
5118	(Aug.)	Mighty Mouse In A Swiss Miss		7m.	

(Reissues) (4)					
5021	(Jun.)	Mississippi Swing	G	7m. 2784	
5022	(Feb.)	What Happens At Night	G	7m. 2785	
5023	(May)	Orphon Duck	G	7m. 2839	
5024	(June)	Just A Little Bull	F	7m. 2839	
(1951) (4)					
5127	(Jan.)	Lucky Duck	G	7m. 3013	
5128	(Feb.)	The Bird Tower	G	7m. 3012	
5129	(Apr.)	Shipyard Symphony	E	6m. 3043	
5130	(May)	Temperamental Lion	F	7m. 3074	

THE MOVIES AND YOU (All-Industry Shorts)					
9701	(Nov. 1 '49)	The Art Director	E	8m. 2735	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
9702	(Nov.)	The Screen Writer	E	9 1/2m. 2965	

United Artists

One Reel (1950)					
SONGS OF AMERICA (13)					
(Aug. 19)	Melodic Spirituals	G	9m. 2793		
(July 22)	Treasured Ballads Of America	G	10m. 2793		
(Sept. 9)	Visions And Voices	G	9m. 2793		
(Oct. 7)	Melodic Sketches	G	9m. 2785		
(Nov. 4)	Symphonic Shades	G	8m. 2785		
(Dec. 2)	Melodies Reborn	F	10m. 2785		
(Dec. 31)	Cherished Melodies	G	9 1/2m. 2814		
(Jan. 27)	Southern A Capella	G	8m. 2814		
(Mar. 17)	Memorable Gems	F	8 1/2m. 2814		
(Mar. 25)	The Tradition	G	8 1/2m. 2814		
(Apr. 14)	Tunes That Live	F	9m. 2820		
(May 12)	Glory Filled Spirituals	F	10m. 2820		
(June 9)	Highlights Of Long Ago	F	9m. 2889		
(July 14)	Long Remembrances	F	8m. 2889		
(Aug. 11)	Folklore	F	8m. 2889		
(Sept. 15)	The Moods	F	8 1/2m. 3021		

Universal-International

Two Reel NAME BAND MUSICALS (13)					
6301	(Nov. 8)	The Harmonicats and Miguelito Valdes Orchestra	F	15m. 2998	
6302	(Dec. 20)	Jerry Gray and the Band of Today	G	15m. 2999	
6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet	G	15m. 3035	
6304	(Jan. 31)	Frankie Carle and His Orchestra	G	15m. 3028	
6305	(Feb. 28)	Ray Anthony And His Orchestra	F	15m. 3040	
6306	(Mar. 28)	Tex Williams' Western Varieties	G	15m. 3049	
6307	(May 2)	Frank De Val and his Orchestra	E	15m. 3072	
6308	(May 23)	Eddie Peabody and Sonny Burke's Orchestra	G	15m. 3075	
6309	(June 13)	The Sportsmen and Ziggy Elman's Orchestra	G	15m.	

SPECIALS (2)					
6201	(Nov. 8)	Fun At The Zoo	G	18m. 2932	

One Reel					
CARTOON MELODIES (8)					
6381	(Nov. 20)	Brother John	F	9m.	2999
6382	(Jan. 22)	Peggy, Peg, and Polly.....	F	8m.	2999
6383	(Mar. 19)	Lower The Boom	G	10m.	3028
6384	(May 7)	Bubbles Of Song	F	10m.	3074

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section			
One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)						7505	(Feb. 24)	The Will To Win	F	10m. 3035		Loves Of Franiston, The (Conton-Weiner)						G	7m. 3028	
7301	(Sept. 16)	Fogln's Freshmen	G	7m. 2935		7506	(Apr. 7)	Rocky Eden	G	10m. 3056		Mansion Of The President Of Fronce (Fides)						G	27m.	
7302	(Oct. 14)	Slightly Daffy	G	6m. 2959		7507	(May 12)	Hawaiian Sports	G	9m. 3705		More About Me (Canton- Weiner)						G	7m. 2986	
7303	(Nov. 11)	The Aristo Cat	G	7m. 2959		7508	(June 16)	The Birds And Beasts Were There				Mystery Of Leonord Da Vinci, The (Lux)						G	8m. 3066	
7304	(Dec. 9)	The Unbearoble Bear	G	7m. 2975		7509	(June 14)	Moking Mounties				Of Human Rights (UN)						G	21 1/2m. 2974	
7305	(Jan. 6)	Duck Soup To Nuts	F	7m. 2985		7510	(Aug. 18)	Kings Of The Outdoors				On Stage Everybody (NSS)						E	9 1/2m. 2938	
7306	(Feb. 3)	Flowers For Madame	F	7m. 3012		THE MOVIES AND YOU (All Industry Shorts).						Portner Perkins (Technicolor) (NSS)						G	10 1/2m. 2939	
7307	(Mor. 3)	Life With Feathers	G	7m. 3028		(Mar.)		The Film Director	E	9m. 3051		Pattern For Survival (Koda- chrome) (Cornell) (16mm. and 35mm.)						E	20m. 2986	
7308	(Mar. 24)	Peck Up Your Troubles	G	7m. 3028	Polkos By Johann Strauss (Hoffberg)							G	12 1/2m. 3066							
7309	(Apr. 21)	Odor-Able Kitty	G	7m. 3056	VITAPHONE NOVELTIES (8)							Rodin (Canton-Weiner)						E	21m. 3021	
7310	(Moy 19)	Book Revue	G	7m. 3064		7601	(Oct. 14)	Slop Hoppy	F	10m. 2953		Russian Ballet and Folk Music (Artkino)						G	11m. 2960	
7311	(June 23)	Stoge Fright				7602	(Nov. 25)	Those Who Dance	F	8 1/2m. 2965		Solzburg Fiesta (Hoffberg)						G	12 1/2m. 3066	
7312	(July 21)	Sioux Me				7603	(Dec. 30)	Bloze Busters	G	10m. 3013		Scenes From Rigoletto (Artkino)						F	10m. 3056	
7313	(Sept. 1)	The Stupid Cupid				7604	(Jan. 20)	Animal Antics	F	9m. 3028		Science In The Orchestro (Brit. Inf. Serv.)						E	34m. 3066	
BUGS BUNNY SPECIALS (8) (Technicolor)						7605	(Mor. 10)	Horse-Hide Heroes	G	10m. 3056		Serenode (Ambassador)						G	10m. 3005	
7719	(Dec. 16)	Rabbit Of Seville	F	7m. 2935		7606	(Apr. 21)	Anything For Loughs	F	10m. 3065		Singers Of Israel (Centrol Cinemo)						G	10m. 3028	
7720	(Jan. 6)	Hare We Go	G	7m. 3005		7607	(June 23)	World Of Kids				Song Of The Prairie (Official Films)						F	18m. 3043	
7721	(Feb. 10)	Robbit Every Monday	F	7m. 3021		7608	(Aug. 11)	Disaster Fighters				Strauss Festival (Films International)						E	5m. 3051	
7722	(Mor. 10)	Bunny Hugged	F	7m. 3056		Miscellaneous						Struggle For Oil, The (Brit. Inf. Serv.)						G	22m. 2999	
7723	(Apr. 14)	Foir-Haired Hore	G	7m. 3056		An Island--Jopon (United World)						Toles From The Vienno Woods (Hyperion)						E	10m. 3005	
7724	(Moy 19)	Robbit Fire	E	7m.		Animal Theotie, The (Artkino)						Torontelle (Technicolor) (Nemeth)						F	5m. 3021	
7725	(June 30)	French Rorebit				Artek (Artkino)						Tiepolo Skies (Lux)						F	5m. 3066	
7726	(Aug. 11)	His Hore Roising Tale				As Old As The Hills (Brit. Inf. Serv.) (Technicolor)						Touch Of The Shamrock, A (Bell)						F	28m. 3005	
HIT PARADE OF GAY NINETIES (8)						Beautiful Blue Donube Waltz, The (Hoffberg)						Trip Through Spoce, A (Hoffberg)						F	12m. 3056	
7801	(Oct. 7)	When Grandpo Was A Boy	F	9m. 2959		Caucasion Reserves (Artkino)						Trooping The Celors (BIS)						F	11m. 2986	
7802	(Dec. 16)	The Old Family Album	F	9m. 3013		Ceiling Of The Sistine Challenge, The (American Jewish Committee)						Tryptych (Technicolor) (Lux)						E	15m. 3066	
7803	(Aug. 18)	The Naughty 20's				Chopel, The (Lux)						Unfinished Symphony United Notions Screen Magazine--No. 5 (UN)						G	10m. 3067	
7804	(Feb. 10)	Childhood Doy	G	10m. 3049		Cheers For Chubby (Metropolitan Life)						United Notions Screen Mogozine--No. 6 (UN)						G	10m. 3067	
7805	(Apr. 28)	In Old New York				City In Siege (Not. Film Board of Conodo)						United Notions Screen Mogozine--No. 8 (UN)						G	10m. 3067	
JOE McDOAKES COMEDIES (6)						Composers In Cloy (Canton-Weiner)						Vienno Blood (Hyperion)						G	10m. 3005	
7401	(Sept. 23)	So You Wont A Roise	G	10m. 2953		Corol Wonderlond (Aus- trolian News and Info. Bureau)						Village Tole, The (Conton-Weiner)						E	35m. 3013	
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m. 2975		Dangerous Waters (Techni- color) (Jom Hondy)						What's The Name Of That Song? (Dorety)						F	18 1/2m. 2986	
7403	(Jan. 13)	So You Wont To Be A Handymon	F	10m. 2999		Eorhquake In Equodor (UN)						You Can Change The World (The Christophers)						G	20m. 3021	
7404	(Apr. 14)	So You Wont To Be A Cowboy	G	10m. 3056		Feathered Fishes (Austrol- ian News and Info. Bureau)						Young Pioneers (Artkino)						G	10m. 3066	
7405	(June 2)	So You Want To Be A Paper Hanger				First Forty Days, The (U. S. Army)														
7406	(July 28)	So You Want To Buy A Used Cor				Flying Saucer Mystery, The (Telenews)														
MERRIE MELODIES (16) (Technicolor)						4 Songs By 4 Gentelmen (Not. Film Board of Canada)														
7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959		Gardens Of Old England (Brit. Inf. Serv.)														
7702	(Oct. 28)	Pop 'Im Pop!	F	7m. 2960		Genius Of Turner, The (Lux)														
7703	(Nov. 25)	Cavemon Inki	G	7m. 2965		Grandma Moses (AF Films)														
7704	(Dec. 2)	Dog Collared	F	7m. 2985		Hollywood Ten, The (Contemporary) (No Rotng)														
7705	(Dec. 30)	Two's A Crowd	G	7m. 3013		Hunting With Bow And Arrow (Cornell)														
7706	(Jon. 20)	A Fox In A Fix	F	9m. 3013		Irish Melody (Bell)														
7707	(Feb. 3)	Canned Feud	G	7m. 3028		Killers Of The Deep (Astor)														
7708	(Feb. 24)	Putty Tot Trouble	G	7m. 3021		Lincoln's Gettysburg Address (AFE)														
7709	(Mor. 3)	Corn Plostered	G	7m. 3040																
7710	(Mar. 24)	Scent-imentol Romeo	G	7m. 3040																
7711	(Apr. 7)	A Bone For A Bone	F	7m. 3056																
7712	(Apr. 28)	A Hound For Trouble	G	7m. 3065																
7713	(Moy 12)	Eorly To Bet	G	7m. 3074																
7714	(June 2)	Room And Bird	G	7m.																
7715	(June 16)	Chow Hound																		
7716	(July 14)	Weoring Of The Grin																		
7717	(July 28)	Leghorn Swoggled																		
7718	(Aug. 25)	Cheese Chosers																		
SPORTS PARADE (10) (Technicolor)																				
7501	(Dec. 9)	Wild Water Chompions	G	15m. 2975																
7502	(Sept. 2)	Grandod Of Races	G	10m. 2943																
7503	(Oct. 21)	Poddle Your Own Conoe	G	10m. 2953																
7504	(Jan. 13)	Ski In The Sky	F	9m. 3005																

The Movies And You			
(All-industry Shorts)			
(Nov.)	The Screen Writer (20th-Fox)	E	9 1/2m. 2965
(Mor. '51)	The Film Director (Warners)	E	9m. 3051
(Sept. 13)	The Costume Designer (RKO)	E	9m. 2769
(Jan. 15)	The Cinemotogropher (Paramount)	E	9 1/2m. 3005

The Movies And You

(All-industry Shorts)

(Nov.)	The Screen Writer (20th-Fox)	E	9 1/2m. 2965
(Mor. '51)	The Film Director (Worners)	E	9m. 3051
(Sept. 13)	The Costume Designer (RKO)	E	9m. 2769
(Jan. 15)	The Cinematographer (Paramount)	E	9 1/2m. 3005

Pictures in order of release, with principal players, are placed in the month of release. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicolor)	Danger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicolor)	Canyon Raiders W. Wilson, F. Knight, P. Coates	Molly, G. Berg, P. Loeb, E. Mintz	Kon-Tiki (Documentary of raft voyage in Pacific)	Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen	Of Men And Music (All-Star)	The Scarf (Goldsmith)	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride	Raton Pass D. Morgan, P. Neal, S. Cochran
Fury Of The Congo J. Weissmuller, S. Moreland	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor	Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor	Ghost Chasers L. Gorcey, H. Hall, J. Kayne	Quebec J. Barrymore, Jr., C. Calvet, P. Knowles (Technicolor) (Made in Canada)	The Thing M. Sheridan, J. Arness, S. Creighton	My Forbidden Past R. Mitchell, A. Gardner, M. Douglas	I Can Get It For You Wholesale S. Hayward, D. Dailey	The Man From Planet X (Corwin)	Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti	Only The Valiant G. Peck, B. Peyton, W. Bond
Flame Of Stamboul L. Denning, L. Ferraday	Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt		The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan			Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes	The Long, Dark Hall (English-made) (ELC)	Double Crossbones D. O'Connor, H. Carter (Technicolor)	
Whirlwind G. Autry, S. Burnette, G. Davis							Kefauver Investigation	Oliver Twist (English-made) (ELC)		
King Of The Wild Horses W. Janney, D. Appleby, Rex (Re-release)								When I Grow Up (ELC)		
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	New Mexico L. Ayres, M. Maxwell, (Anasco-color) (Allen)	Katie Did It M. Stevens, A. Blyth, C. Stevens	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart
Smuggler's Gold C. Mitchell, A. Blake, C. B. Reed	Kentucky Jubilee J. Colonna, J. Porter, J. Ellison	Go For Broke V. Johnson, W. Anderson	Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor)	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Sealed Cargo D. Andrews, C. Belenda, C. Rains	In Old Amarillo R. Rogers, P. Edwards	Rawhide T. Power, S. Hayward, H. Marlowe	Try And Get Me F. Lovejoy, K. Ryan, (Stillman)	The Fat Man J. Smart, J. London, R. Hudson	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Snake River Desperadoes, W C. Starrett, S. Burnette	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Home Town Story J. Lynn, M. Reynolds, D. Crisp	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase			Fugitive Lady J. Paige, B. Barnes, E. Ciannelli (Made in Italy)	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	The Prowler V. Heflin, E. Keyes, (Eagle)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	
Her First Romance M. O'Brien, A. Martin, Jr.			Nevada Badmen, W W. Wilson, F. Knight, P. Coates			Million Dollar Pursuit P. Edwards, S. Flagg		Volcano A. Magnani, R. Brazzi (Italian-made) (ELC)		
The Brave Bulls M. Ferrer, M. Miroslava								Odette A. Neagle (English-made) (Lopert)		
When The Redskins Rode J. Hall, M. Castle (Supercinecolor)										
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	People We Love (Tentative) R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brat M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Litel (Supercinecolor)		Mr. Imperium L. Turner, E. Pinza (Technicolor)	Father Takes The Air R. Walburn, M. McClure, G. Gray	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	The Rodeo King And The Senorita, W R. Allen, M. E. Kay, B. Ebsen	Half Angel J. Cotten, L. Young (Technicolor)	Two Gals and A Guy J. Paige, R. Alda (ELC)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey
China Corsair J. Hall, L. Ferraday, R. Rondell		No Questions Asked B. Sullivan, A. Dohl, G. Murphy	Montana Desperado, W J. M. Brown	Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor)	Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor)	As Young As You Feel M. Woolley, T. Ritter, D. Wayne, J. Peters		Fabiola M. Morgan (Italian-made) (Levey)	Strangers On A Train F. Granger, R. Roman, R. Walker	
Silver Canyon G. Autry, G. Davis, P. Buttram		Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)		On The Loose J. Evans, L. Bari, M. Douglas	On The Loose J. Evans, L. Bari, M. Douglas			Three Steps North L. Bridges (Wilder)		
								St. Benny The Dip D. Haymes, N. Foch (Danziger)		

HOLIDAYS

May 30—Memorial Day
June 14—Flag Day
June 17—Father's Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorka, G. Evans, D. Kennedy

REAL ART

Apr.—Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson
May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Boles, B. Cabot, M. Evans

Standees

in Your Lobby...



will **HELP**
you get
STANDEES
at your
BOXOFFICE

If you're gonna "whoop-it-up"!... If you're bent on Showmanship!... If you want to add the extra **SELL** to your attractions... that gets the extra **CASH** at the Box Office...

THIS is for You... brother!

STANDEES are the patron-pulling, colorful **DISPLAYS**, that stand-out in your Lobby, Foyer or out-front... and do a double-duty job away-from theatre... in hotel lobby or bank... terminal or store-window! They **SELL**... and **SELL**... and **SELL**!

They need no frame... and the beautiful, fluorescent-lighted base adds to the **SOCK**... and brings out the **COLOR**!

STANDEES cost you very little... but they do a whale of a job of bringing patrons to your Box Office.

STANDEES are **SHOWMANSHIP**!

Get full details from
your **NSS** salesman or
your local **NSS** Exchange



NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY

EXHIBITOR



GET SET



There's No Business Like 20 Business!
CENTURY-FOX

Volume 46 Number 3
Two Sections: Section One

MAY 23, 1951

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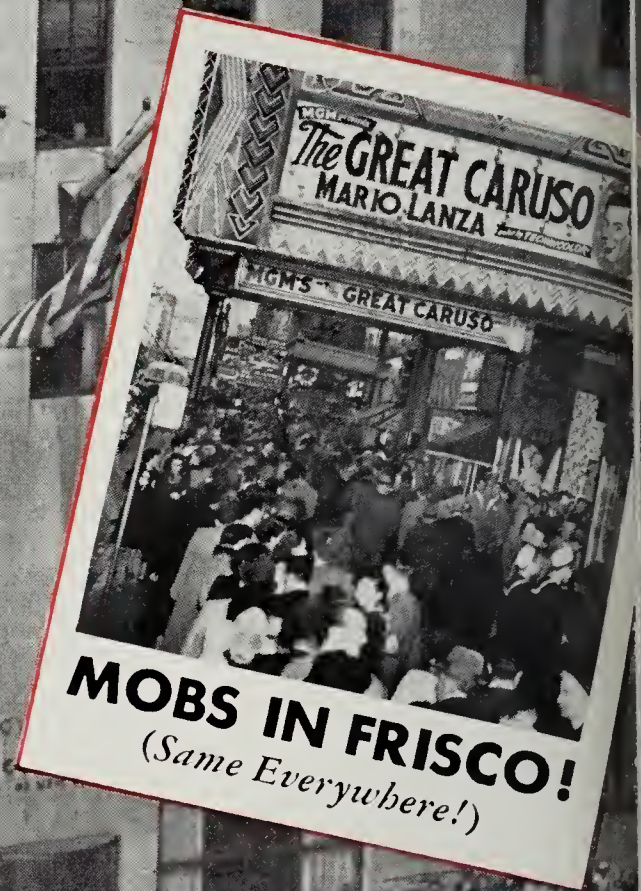
GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring THE SERVICE SECTION

CARUSO-CK



**MARIO LANZA!
NEW IDOL!
THE HOTTEST
SINGER IN A
DECADE!"**
—Time Magazine



MOBS IN FRISCO!
(Same Everywhere!)

BIGGEST ATTENDANCE AT MUSIC HALL, N.Y., IN 5½ YEARS!

Lines around block night and day forecast long run!

HAPPY DAYS ARE HERE AGAIN! LOOK!

"CARUSO" BIGGEST 5-DAY GROSS OF ANY M-G-M PICTURE IN MUSIC HALL HISTORY! PREVIOUS M-G-M RECORD HOLDERS ALL PLAYED ON HOLIDAYS!

FLASH! Hold-overs set new high!

FLASH! In first 48 engagements "Caruso" tops "Royal Wedding" Easter biz by 20% Hold-over take tops "Royal Wedding" by even greater margin, 39%, indicating terrific word-of-mouth. Hold extra time!

FLASH! First out-of-town engagements in first week top such M-G-M hits as "Summer Stock," "Three Little Words," "Kim," etc.

FLASH! Tops famed "Annie Get Your Gun" in many spots including Buffalo, New Orleans, Cleveland, Pittsburgh, Charleroi, Pa., San Diego, Tucson, San Francisco, Oakland, San Jose, Seattle. (Chicago close to "Annie's" Holiday biz!)

FLASH! Press-time! New Orleans biggest week-end in 4 years! Cleveland 3-day gross best in 4 years! And more good news every day!

"CARUSO" IS JUST ONE OF M-G-M's BIG SPRING-SUMMER HITS!

★
"THERE'S NOTHING WRONG WITH THIS BUSINESS THAT GOOD PICTURES CAN'T CURE."—Nicholas M. Schenck



EXHIBITORS will be interested in learning that Russian writers in Moscow are blaming the slump in our theatre business on "the discontent of moviegoers with Hollywood's efforts to spread reactionary ideas."

★

A FEMALE projectionist is depicted as saying that while she has seen almost 2,000 films almost 10 times each, she doesn't like movies. However, she doesn't have a TV set in her booth.

★

A CIRCUIT owner in the midwest has given his managers loud sport shirts so they will be more noticeable to their patrons. He claims that the clothing they have been wearing is too conservative. Nothing was said by the correspondent reporting the item as to whether the circuit's advertising has also taken on a similar tone.

★

A MIDWEST house has a penny matinee, allowing children up to 17 in for one cent for each year of their ages.

★

IN CASE anyone is interested, there were, as of April 1, at least 12,171,500 reasons why movies have to be better than ever. There are just that many TV sets reported as having been installed in this country.

★

THIS is the season of the year when theatremen look at their grosses, and wish they could blame the decline in business on the weather.

—H. M. M.

I N D E X

VOL. 46, No. 3

MAY 23, 1951

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THE COVER PHOTO

Israel Zatkan, left, who recently opened the renamed Holiday, New York City, with the premiere of Columbia's "Five," discusses the film with its producer-director-writer, Arch Oboler.

EXHIBITOR

VOL. 46, No. 3



MAY 23, 1951

WB Has Confidence

AND NOW another company has been heard from.

IN A BID to exhibitors to renew their faith and confidence in the strength of industry product and in the business itself, Warners has scheduled "Look Forward" showings of four of its more important pictures in key cities throughout the nation.

AS BEN KALMENSON, vice-president and general sales manager, says:

"If ever the times call for the exhibitors in this business to look forward, and go forward, that time is now. We cannot afford to stand still. If we look forward, we can't help but go forward."

HE CONTINUES:

"We say to every exhibitor, little exhibitor and big exhibitor—Come, see for yourself. Come and see this product, and you will see why every exhibitor owes it to himself, to his theatre, and to his industry to look forward, and go forward, with optimism and faith."

IN ADDITION, there will be on hand at the screenings enlarged reproductions of sample advertisements so that the exhibitor will not only know his product but also what methods Warners plans for proper exhibition. All this, coming on the heels of the announcement by the heads of Warners that they intend to hold on to their company, should be of definite value to those within the industry who have been looking for demonstrations of leadership and courage.

ONE SWALLOW doesn't make a summer, and a few screenings don't solve boxoffice problems, but by attacking the issue forcibly, and by backing up their decisions by consistent pointed trade paper advertising, as in days of old, to sell the exhibitor, Warners is serving notice that it has confidence in its pictures. It is also to be hoped that the company's policy will continue in a planned, regular pattern so that constantly the exhibitors will be kept advised of the faith Warners has in itself and the industry.

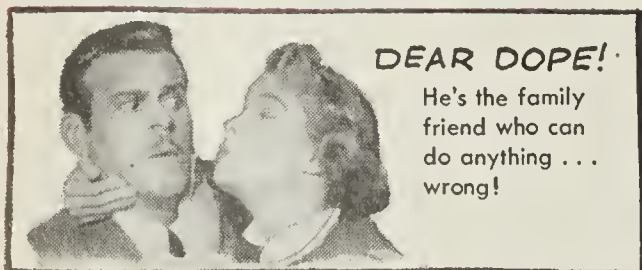
A JAY EMANUEL PUBLICATION. Founded in 1918. Published weekly by Jay Emanuel Publications, Incorporated. Publishing office: 246-248 North Clarian Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. Jay Emanuel, publisher; Paul J. Greenhalgh, general manager; Herbert M. Miller, editor; Max Xavier Cades, business manager; Marguerite Gibsan, circulation manager; George Frees Nanamaker and Mel Kanecaff, associate editors. Subscription rates: Each of six sectional editions (New England, New York State, Philadelphia—Washington, Southern, Midwest, Midwest—Western): one year, \$2; two year, \$3.50; three years, \$5. General edition: one year, \$7.50 in United States and possessions, \$10 in Canada and Pan-American countries, \$15 in all other countries. Address editorial and business correspondence to the publishing office, 246-248 North Clarian Street, Philadelphia 7, Pennsylvania.

Lines **B**usy **D**ecoration **D**ay!



because "Dear Ruth's"
wonderful family is calling to deliver
new laughs with

Dear Brat



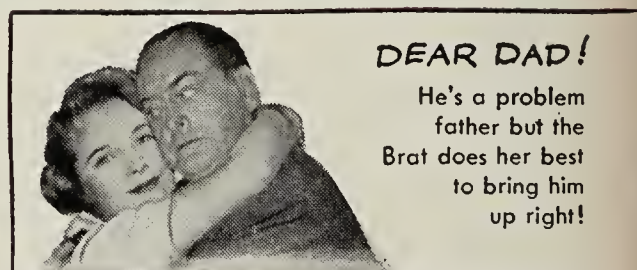
DEAR DOPE!

He's the family
friend who can
do anything ...
wrong!



DEAR MUG!

His taking ways
got him jailed ...
The Brat's taking
ways got him out!



DEAR DAD!

He's a problem
father but the
Brat does her best
to bring him
up right!

starring

MONA FREEMAN • BILLY DE WOLFE • EDWARD ARNOLD • LYLE BETTGER

with MARY PHILIPS • NATALIE WOOD • Produced by MEL EPSTEIN • Directed by WILLIAM A. SEITER

Written for the Screen by Devery Freeman

Dear Showmen:-

DEAR BRAT makes it three laugh hits for that great American family who brought you great business with "Dear Ruth" and "Dear Wife". "Dear Brat" is Ruth's kid sister... but she's growing up fast!

We welcome her to the succession of entertainment stand-outs that the crowds are going for most at this time—pictures like **APPOINTMENT WITH DANGER** starring Alan Ladd and Phyllis Calvert; **THE LEMON DROP KID** starring Bob Hope and Marilyn Maxwell; **THE MATING SEASON** starring Gene Tierney, John Lund and Thelma Ritter; **THE LAST OUTPOST** in color by Technicolor; and of course, that greatest grosser of them all Cecil B. DeMille's **SAMSON AND DELILAH** in color by Technicolor.

Pick up your phone and call

Paramount

MORE
BETTER,  BIGGER
PICTURES
from Paramount



AT THE RIVOLI, NEW YORK, MANAGER MONTAGUE SALMON TIED IN "PAN-AMERICAN WEEK" WITH THE BOW OF COLUMBIA'S "THE BRAVE BULLS."

More Than A Full House

Three Getting The Red Carpet, Columbia Had Seven Films On Broadway



Manager Salmon welcomes COMPO executive director Arthur L. Mayer and a friend as they arrive at the Rivoli for "The Brave Bulls" bow.

WHILE Broadway has suffered boxoffice declines, just as Main Streets the country over have in recent months, the Main Stem remains a valuable locale for premieres from the standpoint of adding prestige, glitter, and coverage by widely circulated periodicals.

One company which recently took notable advantage of all that a Broadway opening has to offer was Columbia, when it ushered in three of its major productions, "The Brave Bulls", "Valentino", and "Five", with all-out promotion activities for the three-fold New York bow. Each of the premieres was attended by Hollywood personalities and notables from various fields. Columbia's advertising, publicity, and exploitation departments coordinated their efforts, and worked at full tilt to insure the success of the openings.

With Columbia's "Santa Fe", "Fury Of The Congo", and "Stage To Tucson" also opening in New York simultaneously with

"The Brave Bulls", "Valentino", and "Five" but with more routine fanfare, and with the company's "Born Yesterday" continuing its record run at the Victoria, Columbia had somewhat of a monopoly of Broadway.

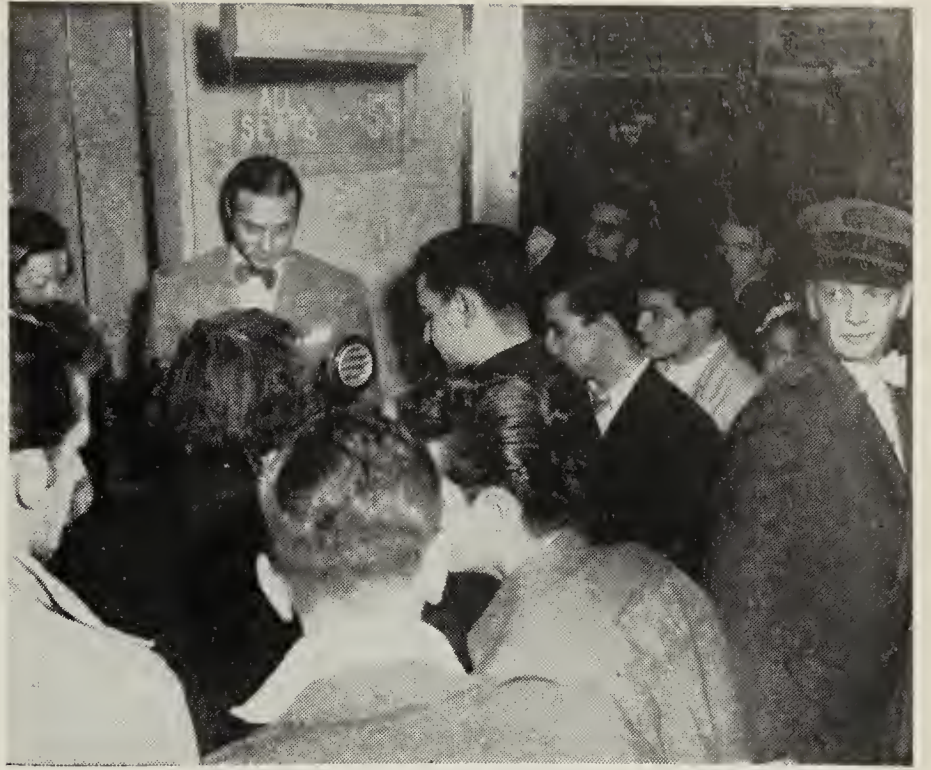
The three major films were accorded noteworthy promotional treatment. An apt tie-in with "Pan-American Week" was arranged at the Rivoli for "The Brave Bulls" by manager Montague Salmon and Columbia representatives, and included in the festivities was a colorful ceremony on the stage, with models carrying flags of the Latin American republics.

At the Holiday, manager Israel Zatkan coordinated the opening of that renamed Broadway house with the premiere of "Five", and invited prominent members of the clergy and other dignitaries to attend.

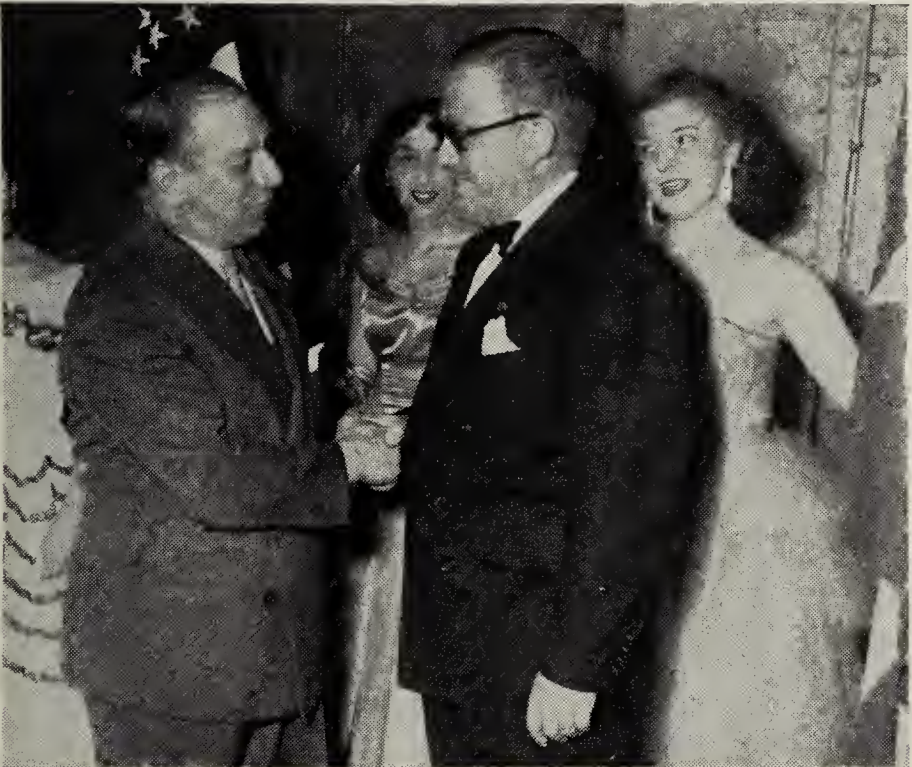
Anthony Dexter, star of "Valentino", contributed appreciably to the opening of his picture at the Astor by making an appearance in the boxoffice.



Payoff for the campaign put on by Columbia's publicity department for the "Valentino" opening is evidenced by the long lines at the Astor.



Anthony Dexter, in New York City for the premiere of "Valentino," took over the Astor's boxoffice for a while to the delight of female patrons.



Dr. Ramon Ruiz, president, Pan-American Union, congratulates Rivoli manager Salmon on the selection of his house for "The Brave Bulls" opening.



One of several celebrities who attended the opening of "The Brave Bulls" was actress Yvonne DeCarlo, here being welcomed by manager Salmon.



Monsignor Fulton Sheehan, left, leading Roman Catholic prelate, and some colleagues congratulates Arch Oboler on his Columbia production, "Five."



Prominent theatreman Fred Schwartz, Century Circuit, New York, and his wife arrive at the new Holiday for the premiere of Columbia's "Five."

Mel Konecoff's NEW YORK

OVER 600 leading exhibitors gathered last week to pay tribute to Al Schwalberg, president, Paramount Film Distributing Corporation, for his 30 years of outstanding service to the industry. A reception preceded the dinner, and the opening ceremonies were also marked by the surprise appearance of Dean Martin and Jerry Lewis.



KONECOFF

Bob O'Donnell, acting as toastmaster, introduced individually each member of Paramount's "Golden Circle" to the assemblage, as well as exhibitor Phil Chakeres, Look's outstanding showman of the year. Harry Brandt paid homage to Schwalberg for dealing in common sense with exhibitors, and presented him with a plaque and watch from the Independent Theatre Owners Association.

First speaker of the evening was Austin Keough, legal chief of Paramount, followed by John J. Fitzgibbons, Canada, and Frank Walker, Comerford Theatres president, who added tributes.

From the coast, a recording made by actress Betty Hutton was played in which she presented Hollywood's high opinion of Schwalberg. Barney Balaban not only took the opportunity to praise Schwalberg, but also said:

"Our industry has long been proud of its expertness in the field of public relations, and yet we have done an appalling job in furthering the public relations of our own industry. I am convinced that the problems confronting our industry are susceptible to intelligent solution. If we but will it, we can do it. I have confidence in the motion picture industry."

Industry attorney Louis Nizer paid tribute to his fellow dais members and to Schwalberg, and also spoke out for the industry to unite, and get rid of its "anxiety neurosis."

Others were also heard from.

Schwalberg, deeply touched, spoke of the need for unity within the industry and made an eloquent plea for the industry to look to itself to survive the present, and rise accordingly to its proper stature.

Also aboard the dais was E. K. O'Shea, vice-president, Paramount Film Distributing Corporation.

MEETING: AMPA wound up the current season in a joint meeting with the Publicity Club of New York, and among those addressing the record turnout were Dick Pitts, editorial director, COMPO. Harry McWilliams, AMPA prexy and Columbia exploitation director, dealt with tieups in the business and of their effect on product and films. William P. Maloney reported on a survey conducted for his agency, which showed that while theatres were hit by television, they were not hit as hard as most industryites seem to think. He urged that the industry conduct a more vigorous campaign to get people back into theatres.

NOTES: Paramount really threw itself

Allied Board Acts On Bidding, Arbitration

KANSAS CITY—Abram F. Myers, general counsel and board chairman, Allied States Association, declared last week at a meeting of the board of directors that answers of several companies to Allied's proposals on competitive bidding showed no disposition on the part of the distributors to do anything about the matter at this time. He also reported on arbitration. The board authorized him to continue his negotiations and explorations with film executives and attorneys.

The board also passed a resolution setting up a film committee to handle controversies between Allied States Association and film companies on sales policies or practices. The committee was authorized to handle disputes between a local organization and film companies on practices, and in exceptional cases at its discretion to attempt to handle controversies between an individual exhibitor and a film company. This committee is comprised of Wilbur Snaper, coordinator; H. A. Cole, Nathan Yamins, Ray Branch, and Benjamin Berger.

The board also voted to submit to the Department of Justice "the proposition that National Screen Service Corporation is a monopoly in violation of the anti-trust laws."

into high gear to introduce its promising roster of young players, designated as the "Golden Circle," to the press via a special and quite wonderful buffet luncheon at the Waldorf-Astoria. . . . We welcome Al Stern to the post of trade paper contact at RKO, and Jeri Cooper, who will handle merchandising promotions. . . . High school paper editors interviewed the "Golden Circle" en masse last week before they returned to the coast.

OPTIMISTIC NOTE: David Flexer, Memphis area exhibitor, reported that his business was up over 1950, and claims that the only place that he has heard any crying over business is in the east. Asked whether he has any opposition from television, he replied: "We have television, period."

Trade Shocked By Pete Wood's Death

COLUMBUS, O.—The trade was shocked last week to learn of the death of Philip J. "Pete" Wood, longtime secretary, Independent Theatre Owners of Ohio and director, National Allied. He came to the Ohio Association about 30 years ago, and was most effective in opposing burdensome taxation and legislation.

Expressions of tribute and regret over his passing were expressed by Martin G. Smith, president, ITOO; Trueman T. Rembusch, president, Allied State Association, who will represent the national group at the funeral, and Abram F. Myers, general counsel and board chairman.

Funeral services were held at Schoedlinger's State Street Chapel yesterday (May 22).

Weather Helps Broadway Grosses

NEW YORK—Given a lift by a weekend of rainy weather, the Broadway first-run spots picked up a trifle, with Radio City Music Hall and the Criterion reporting very good business. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"ALONG THE GREAT DIVIDE" (WB). Strand, with stage show, claimed \$36,000 for Wednesday through Sunday, with the opening week heading toward \$45,000.

"APPOINTMENT WITH DANGER" (Para.). Paramount, with stage show, expected the second week to tally \$48,000.

"THE LONG, DARK HALL" (UA-ELC). Rivoli claimed \$12,000 for the second week.

"I'D CLIMB THE HIGHEST MOUNTAIN" (20th-Fox). Roxy, with stage show, garnered \$43,000 for Wednesday through Sunday, with the second week anticipated at \$50,000.

"THE THING" (RKO). Criterion announced \$27,000 for the third week.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, took in \$93,000 from Thursday through Sunday, with the second week sure to top \$147,000.

"BELLE LE GRAND" (Rep.). Globe had a \$14,000 opening week.

"FIGHTING COAST GUARD" (Rep.). Mayfair announced \$13,000 for the second week.

"BORN YESTERDAY" (Col.). Victoria reported \$14,000 for the 21st week.

"VALENTINO" (Col.). Astor was heading toward \$13,000 for the fifth week.

"APACHE DRUMS" (U-I). Loew's State tallied \$13,000 on the third week.

"MA AND PA KETTLE BACK ON THE FARM" (U-I). Capitol, with stage show, was down to \$19,000 for the second week.

Aaron, Silverstone Named

NEW YORK—Al Lichtman, director of distribution, 20th-Fox, last fortnight named Edwin W. Aaron western sales manager and Arthur Silverstone, eastern sales manager.

Another move creates an Atlantic division, composed of the Boston, New Haven, Washington, and Philadelphia exchanges, headed by E. X. Callahan as division manager. Callahan will headquarter in Boston. The new Atlantic division consolidates the former New England division with the Washington and Philadelphia exchanges. Eastern sales manager Silverstone will direct the activities of the central division in addition to Canada, the Empire State, and the Atlantic divisions. The central division had been reported previously under the western sales aegis.

Jacques Shellman Passes

BALTIMORE, MD.—The trade last week mourned the death on May 18 of Jacques Shellman, area correspondent for EXHIBITOR and veteran member of the industry. He had been ailing in recent months, and had entered the hospital for surgery a few weeks ago. Death was due to a heart attack. The funeral was held from Tickner's Funeral Home on May 21.

Harry Hecht Mourned

PASSAIC, N. J.—Harry K. Hecht, 68, president, Hecht Circuit, died last fortnight after a short illness. He is survived by his widow, a daughter, and two sons. His son-in-law is Maury Miller, president, Theatre Owners of America of New Jersey.

WB Sets Screenings Of Four Top Films

NEW YORK—Warners' vice-president and general sales manager Ben Kalmenson last week issued a forceful bid to exhibitors everywhere to renew their faith and confidence in the strength of their product and of the motion picture industry.

He said, "If ever the times call for the exhibitors in this business to look forward and go forward, that time is now. We cannot afford to stand still; if we look forward, we can't help but go forward."

Kalmenson pointed out that he was substantiating this call to optimism by inviting exhibitors to "see for themselves" at special "Look Forward" showings of "four of the finest pictures made and marketed at the same time," on June 12 and 13, with the exception of New York, where the screenings will take place on May 31 and June 1.

The pictures are: "Jim Thorpe—All American," starring Burt Lancaster, Phyllis Thaxter, Charles Bickford, and Steve Cochran, directed by Michael Curtiz, and produced by Everett Freeman; "A Streetcar Named Desire," starring Vivien Leigh and Marlon Brando, produced by Charles K. Feldman and directed by Elia Kazan; "Strangers On A Train," Alfred Hitchcock's drama starring Farley Granger, Ruth Roman, and Robert Walker, directed by Alfred Hitchcock, and "Captain Horatio Hornblower," Technicolor sea spectacle starring Gregory Peck and Virginia Mayo, directed by Raoul Walsh.

Cities and theatres where the screenings are to be held are as follows: Madison, Albany; Esquire, Boston; Center, Buffalo; Roger Sherman, New Haven; Aldine, Philadelphia; Uptown, Washington, D. C.; Paramount, Cincinnati; Vogue, Cleveland; Fountain Square, Indianapolis; Warner, Pittsburgh; Carnegie, Chicago; Arc, Detroit; Alhambra, Milwaukee; Granada, Minneapolis; Varsity, Des Moines; Vogue, Kansas City; Admiral, Omaha; Missouri, St. Louis; Rhodes, Atlanta; Dilworth, Charlotte; St. Johns, Jacksonville, Fla.; Fox, New Orleans; Melba, Dallas; Warner, Memphis; Warner, Oklahoma City; Esquire, Denver; Boulevard, Los Angeles; Egyptian, Portland; Villa, Salt Lake City; United Nations, San Francisco, and Venetian, Seattle.

Buffet luncheons will be served at screening theatres during the morning and matinee showings. During this period there will be on display enlarged reproductions of sample advertisements so that the exhibitor will not only know his product but will also know what methods Warners plans for proper exhibition.

20th-Fox Signs Willmark For Checking Services

NEW YORK—20th Century-Fox last week announced the signing of a contract with the Willmark Service Systems, Inc., whereby the latter organization will handle checking of the company's pictures at the boxoffice.

Later, a spokesman for Confidential Reports, Inc., said that 20th-Fox is a member of CR until Dec. 31, 1952, and that the company is still authorized to handle 20th-Fox's open checking, the only kind CR is permitted.



The HOLLYWOOD STORY

begins in New York

at the

**PARAMOUNT
THEATRE**

JUNE 6

and in Chicago

at the

**CHICAGO
THEATRE**

JUNE 1

but...

WE CAN'T TELL YOU WHAT THIS PICTURE IS ABOUT...

without giving away
the secret that rocked
the lives of five
fabulous people!



Hollywood STORY



Sally...
secret daughter
of a famous screen
beauty!

Larry O'Brien...
movie producer who
ripped the veil from
the glamor city's past!

starring

Richard CONTE
and **Julia ADAMS**

with **HENRY HULL • FRED CLARK • JIM BACKUS • RICHARD EGAN**



St. Clair... eccentric
writer with a story he
dare not tell!



Roland Paul... the star
who became a "has-been"
to escape scandal!



Sam Collyer... maker
of stars, man of power
and mystery!

— and four of the screen's greatest stars of yesterday: —
FRANCIS X. BUSHMAN • BETTY BLYTHE • WILLIAM FARNUM • HELEN GIBSON



Story and Screenplay by **FREDERICK KOHNER** and **FRED BRADY** • Directed by **WILLIAM CASTLE** • Produced by **LEONARD GOLDSTEIN** • A Universal-International Picture.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Night Unto Morning"—Interesting programmer.

WB

"Inside The Walls Of Folsom Prison"—Meller has the angles for the selling.
"Fort Worth"—Good western.

20th-Fox Sets 3-Way Tours On "Bathsheba"

NEW YORK—20th Century-Fox last week announced the formulation of three distinct touring units to be devoted solely to key-city and grass-roots exploitation of Darryl F. Zanuck's Technicolor "David And Bathsheba." The units will be composed of the following: a national tour featuring Walter Talun, famed wrestler and strong man, who portrays the role of Goliath in the picture, a tour by Francis X. Bushman who plays King Saul, and a group of six beautiful girls, all of whom play the other wives in King David's harem.

The national tours are only a part of the huge all-embracing campaign, advertising, and publicity-wise. Each unit will be routed according to an itinerary plot designed to take them to the most influential markets and trade centers of the country.

The treks will begin in June, and continue through the months of July, August, and September. The first unit, headed by Talun, has been planned to attract youngsters in the age groups from six to 17 in medium-size and smaller cities.

Bushman will be on the road for a 10-week period during August and September. His tour is designed to attract moviegoers over 35, and will be keyed to the historical, cultural, and religious background.

The third unit will be aimed at the 18-35 age segment. Headed by the six harem wives, including featured players, they will do their stint during July and August in major key cities with multiple newspaper outlets.

Picoult Heads FPWOA

NEW YORK—Al Picoult was elected president, Film Press Writers of America, at a general meeting last week. The meeting also elected Charles Franke, vice-president; Alan Ames, secretary; Larry Goodman, treasurer, and the following members of the board: Mel Konecuff, EXHIBITOR; Aaron Sloan, Joseph Priore, William Specht, and Merlin Lewis. All were elected for 12-month terms under provisions which also make the officers members of the board.

D. Of J. Seeks Affirmation

NEW YORK—The Department of Justice last fortnight filed a motion requesting the U. S. Supreme Court to affirm the statutory court's order which would force Howard Hughes to sell his RKO Theatres stock holding within two years.

Thompson Again Heads Georgia Unit

ATLANTA—J. H. Thompson, Hawkinsville, Ga., was reelected president, Motion Picture Theatre Owners and Operators of Georgia, as that TOA affiliate closed its fourth annual convention last week.

All directors were reelected, and, with few exceptions, all officers were returned for 1951 terms. E. D. Martin was again named treasurer, and John Thompson, Gainesville, was elected secretary. A new member, circuit head R. B. Wilbey, was appointed regional chairman-at-large, along with regional chairmen A. L. Sherard, R. E. Martin, Jr., Nat Williams, L. S. Stein, R. H. Brannon, Fred Weiss, and Bob Moscow.

The opening session got under way with talks by Harry Brand, 20th-Fox; Walter Titus, Republic; Mike Simons, MGM public relations head; producer Robert Lippert, Hugh Owen, eastern and southern division manager, Paramount, and Morgan Hudgins, MGM.

Maurice A. Bergman, U-I director of public relations, described a new generation of 20 million potential movie patrons born since 1939 as "the backbone of our business," and called for the direction of special merchandising attention toward the younger segment.

More on the subject of showmanship was added at the opening session by Dick Pitts, COMPO editorial director.

Simons, MGM's exhibitor relations department, scored the "snide attacks of panty-waist critics" as often "inspired by Communist disdain for American culture, particularly as represented by our movies," and urged the theatremen to keep battling competition and unfair criticism.

On the matter of television, Lippert declared the industry has been "kicked in the teeth by television," but the medium is the movies' only hope of survival as it will compel the making of better pictures. The Lippert Studios' president announced that he will shortly begin filming a "very special" picture in Georgia, probably in Atlanta.

Georgia's Governor Herman Talmadge praised the theatremen for their efforts in cooperating with a traffic safety campaign.

Other notables present included actress Margaret Sheridan and Atlanta's Mayor William B. Hartsfield.

Competitive bidding and theatre television were principal topics of the closing session, with Nathan L. Halpern, Fabian Theatres and TOA television consultant, outlining the future of large screen video, and Herman M. Levy, TOA general counsel, citing competitive bidding abuses. Others to address the closing session were COMPO's Robert W. Coyne and Ray Colvin, TEDA.

Levy charged that distributors are using competitive bidding where it is not justified, mainly to obtain increased film rentals. He recalled that the U. S. Supreme Court findings on bidding disfavored the practice because of the "uncontrolled discretion" it would give distributors. Levy asserted that distribution today has more "uncontrolled discretion" than ever.

Levy praised the efforts of the TOA's distributor-exhibitor relations committee, under the chairmanship of Walter Reade, Jr., in paving the way for an all-industry arbitration system, and warned that such

PEOPLE

NEW YORK—Don Prince, eastern publicity director, RKO, last week announced the appointment of Al Stern to the position of trade paper contact. Stern has been with RKO for the past five-and-a-half years, where he was New York editor for the foreign publicity department. Jeraldine Cooper has been added to the staff to handle special merchandising promotions.

NEW YORK—Claude York was last week named branch manager in charge of United Artists' Dallas exchange under Milton E. Cohen, western-southern sales manager, and William Keith, southern district manager. York was most recently sales representative for United Artists in Oklahoma.

NEW YORK—Alfred E. Daff, U-I director of world sales, announced last week the promotion of George Hyder, since January, 1950, assistant manager in Indonesia, to managing director. Hyder replaces Cecil Marks.

SAN FRANCISCO—Herman Wobber, west coast division manager, 20th-Fox, last week announced the resignation of C. L. Robinett as manager in Seattle and the appointment of Jack Burk as branch manager.

NEW YORK—Irving Kahn, who had been handling some home office television activities for 20th-Fox, resigned last week.

Para. Profits Steady

NEW YORK—Paramount Pictures Corporation last week estimated the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the first quarter ended on March 31, 1951, at \$1,411,000 after provision for income taxes. The income taxes were approximately \$590,000 higher than those for the first quarter in 1950. These earnings do not include \$205,000 representing Paramount's net interest in the combined undistributed earnings for the quarter of partially owned non-consolidated companies, principally Allen B. DuMont Laboratories, Inc.

Earnings for the quarter ended on April 1, 1950, were estimated at \$1,441,000, and did not include \$597,000 of undistributed earnings of partially owned non-consolidated subsidiaries. The \$1,411,000 of estimated consolidated earnings for the quarter represents \$.61 per share on the 2,302,760 shares outstanding and in the hands of the public on March 31, 1951, which compares with \$.45 per share for the quarter ended on April 1, 1950 on 3,172,870 shares then outstanding.

a system of arbitration is needed to handle out of court the great number of complaints which have accumulated.

Booths at the convention were manned by representatives of Harvey Smith Enterprises, Globe Ticket Company, Manley-Burch Popcorn Company, Belvins Popcorn Company, and Hallmark Productions.

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This Was The Week When . . .

RKO held the world premiere of "Hard, Fast, And Beautiful" at the Golden Gate, San Francisco. . . UA revealed that "He Ran All The Way" would have its world bow on June 20 at the Paramount, New York. . . The nationwide general release of UA's "Cyrano" was set for July 20 at the United Artists, San Francisco. . . Clark Gable was voted the leading male star in the Women's Home Companion poll, with Bette Davis first among the women. . . Loew's declared a regular 37½ cent quarterly dividend on the common stock.

U-I set the world premiere of "Hollywood Story" at the Chicago, Chicago, on June 1, backed by stars of yesteryear and tomorrow. . . Photoplay magazine set a nationwide talent search contest for actresses in connection with Paramount's "A Place In The Sun," with a scholarship at the Pasadena, Cal., Playhouse College of Theatre Arts as the prize. . . Paramount's "Sunset Boulevard" was awarded a Danish Oscar at the Danish Film Critics' Festival as the best American picture released in Denmark in 1950-51.

UA holds the world premiere of "The Prowler" today (May 23) at the Mastbaum, Philadelphia. . . Jack Kirsch, Allied of Illinois president, complimented William F. Rodgers, MGM, on his statement saying that the company will give relief to exhibitors where necessary.

Doughton Clears Record On Drive-In Legislation

CHARLOTTE—R. L. Doughton, chairman, House Ways and Means Committee, last week informed R. O. Jeffress, vice-president, Drive-In Theatre Owners Association, that his committee does not have under consideration any legislation relative to drive-in theatres or to collecting admission taxes according to the number of persons in attendance rather than on gross receipts.

Doughton's letter was in reply to a query from Jeffress regarding a report that the Arkansas Theatre Owners Association had planned to ask Senator Fulbright, D., Ark., to introduce a bill requiring drive-in operators to collect admission taxes on a per capita basis.

Coast Drive-In Sues

LOS ANGELES—Sero Amusement Company, Victory Drive-In, North Hollywood, Cal., last fortnight filed a \$900,000 anti-trust damage suit against Loew's, Paramount, Warners, 20th-Fox, and Pacific Drive-In Theatres, Inc., operators of 16 houses in Southern California. Sero alleges it is being forced to bid against theatres not in substantial competition with it, and also that the Victory Drive-In should have day and date availability with four of the Pacific drive-ins, Reseda, Pickwick, Van Nuys, and San-Val.

Para. Sets Canadian Meeting

NEW YORK—Paramount's annual Canadian sales convention has been scheduled for May 31 and June 1-2 at the Royal York Hotel, Toronto, it was announced last week.

Goldenson Sees Brighter Future

NEW YORK—A brighter picture for the future was seen last week by United Paramount Theatres President Leonard Goldenson in his address at the annual meeting of stockholders.

He blamed the downward trend in grosses on changes in economic conditions, and not solely on the force of TV as an entertainment competitor. Goldenson declared that when the balance is restored to consumers' expenditures through satisfaction of hard goods needs and desires, movies should again enjoy a larger share of the consumer dollar.

Stockholders voted to amend the by-laws to provide for enlarging the board of directors from seven to 13 members.

The following were elected to serve: John A. Coleman, of Adler Coleman and Company; E. Chester Gersten, president, Public National Bank and Trust Company of New York; William T. Kilborn, president, Flannery Manufacturing Company of Pittsburgh; Walter P. Marshall, president, The Western Union Telegraph Company; Herbert Schwartz, president, City Stores, Inc.; Charles T. Fisher, Jr., president, National Bank of Detroit; Robert L. Hufnagles, Jr., president, Burlington Mills Corporation of New York, and Messrs. Robert B. Wilby, John Balaban, and A. H. Blank, presidents, United Paramount operating subsidiaries in the south and midwest.

In addition, Goldenson, Walter W. Gross, vice-president and general counsel, and Robert H. O'Brien, secretary-treasurer, will continue to serve on the board until the next annual meeting of stockholders.

Goldenson also announced that the board had declared a dividend of 50 cents per share on the outstanding common stock.

Sochin Upped By U-I

NEW YORK—The promotion of Irving Sochin to the newly-created post of assistant to Charles J. Feldman, domestic sales manager, Universal Pictures Company, Inc., was announced last week. Sochin has been a member of the home office sales cabinet as head of the U-I special films division.

Harry Fellerman, a sales supervisor for U-I in the New York branch, has been promoted to the post of sales head, U-I special films division, succeeding Sochin.

Admission Prices Exempted

WASHINGTON—It was learned last fortnight that theatre admission prices are exempted by specific provision from the order for posting of prices by commercial and personal service establishments required under an order affecting operations whose annual income exceeds a known 10 billion and amusement and recreational facilities and industrial services which do an "unestimated volume of business."

Lippert Men Convene

NEW YORK—At the Lippert Productions sales meeting at the Hotel Warwick last fortnight, ad and promotion campaigns for forthcoming product were announced. It was also announced that three former Eagle Lion Classics salesmen had been added to the Lippert sales force, Jack Katz, Los Angeles; Robert Tarwater, Atlanta, and Jack Galloway, Florida.

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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Republic of El Salvador: Earthquake. Princeton, N. J.: Ben Gurion calls on Einstein.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 40) Nancy, France: Austrian pretender marries. Egypt: King Farouk takes bride. Japan: General Ridgway joined by family. Formosa: General Chase confers with Generalissimo Chiang Kai-shek. Philadelphia: Paul Hoffman given "Humanitarian Award." Michigan: Father of 21 children honored (except San Francisco and Seattle.) California: Friant-Kern canal dedicated (only San Francisco). Richland, Wash.: "Atom City" hailed for its record in buying bonds (only Seattle). Silverstone, England: Auto race. Baltimore, Md.: Lady jockeys at Pimlico. New York: "Mr." MacArthur at ball game.

NEWS OF THE DAY (Vol. XXII, No. 274) Egypt: King Farouk takes bride. Nancy, France: Austrian pretender marries. Michigan: Father of 21 children honored. Japan: General Ridgway joined by family in Tokyo. Washington: Amputee vets visit President Truman. New Jersey: Erie Railroad's centennial. New York: "Mr." MacArthur at ball game. England: International boxing thriller.

PARAMOUNT NEWS (No. 77) Japan: General Ridgway joined by family in Tokyo. Egypt: King Farouk takes bride. Nancy, France: Austrian pretender marries. Philadelphia: Paul Hoffman given "Humanitarian Award." New York: "Mr." MacArthur at ball game. England: "Soccer with a sock."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 456) Nancy, France: Austrian pretender marries. Holland: General Eisenhower sees Dutch troops. Holland: Memorial for heroes of the resistance movement. Richland, Wash.: "Atom City" hailed for its record in buying bonds. Baltimore, Md.: Lady jockeys at Pimlico. California: Friant-Kern canal dedicated (only San Francisco). Philadelphia: Paul Hoffman given "Humanitarian Award" (only Philadelphia).

WARNER PATHE NEWS (Vol. 22, No. 79) Washington: Fighting General "Mike" Michaelis home. Philadelphia: Paul Hoffman given "Humanitarian Award." West Point and Annapolis: Service unity. Cadets, Middies swap schools. Japan: General Ridgway joined by family in Tokyo. Egypt: King Farouk takes bride. Silverstone, England: Auto race. Ideas for Americans from Americans: "This Nation Under God" by Rev. John J. Cavanaugh.

TELENEWS DIGEST (Vol. V, No. 20-A) Republic of El Salvador: Earthquake. Israel: New nation's third anniversary. India: Race for survival. Nancy, France: Austrian pretender marries. New Jersey: Erie Railroad's centennial. Jamaica, L. I.: The \$60,000 handicap.

IN ALL FIVE:

New York: Israel's Prime Minister David Ben Gurion hailed.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 39) Washington: President Truman's 67th birthday. New Brunswick, N. J.: Freight train wreck. Crossnore, N. C.: All-American mother of 1951. Seattle: First rotation



At the recent convention of the Motion Picture Theatre Operators and Owners of Georgia in Atlanta, re-elected MPTOOG President J. H. Thompson, left, and Robert Mochrie, RKO vice-president in charge of sales, congratulated pretty Rosa Polhill, Louisville, Ga., on winning a trophy.

Korean vets. Germany: Berlin chooses beauty queen. Oregon: Salmon fishing. Germany: Kayak slalom.

NEWS OF THE DAY (Vol. XXII, No. 273) New York and Los Angeles: Civil defense drive. North Miami, Fla.: Chimp family's birthday party. England: Princesses attend gala London ball. England: Danish monarchs visit Britain. Washington: President Truman's 67th birthday. New York: Kid battlers show fighting spirit (except Los Angeles). Los Angeles: Hearing Foundation honors Mrs. Tracy (Los Angeles only).

PARAMOUNT NEWS (No. 76) Seattle: First rotation Korean vets. Washington: President Truman's 67th birthday. France: Fashion show on night boat from Marseilles to Algiers. Chile: Troops called to the farm. Germany: Radio Free Europe opens new transmitter.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 455) Washington: President Truman defends policies. New Jersey: Forest fires. Los Angeles: Dr. Ralph Bunche outlines UN policy on war. New York and Hollywood: The Hollywood Story. Memphis: Cotton carnival (Memphis only). Cincin-

nati: Phil Chakeres named "Exhibitor of the year" (Cincinnati only). New York: Civil defense volunteers (New York only).

WARNER PATHE NEWS (Vol. 22, No. 78) Germany: Radio Free Europe opens new transmitter in Munich. Washington: President Truman's 67th birthday. Philadelphia: Vice-president Barkley opens Hillman Medical Center. Chile: Troops called to the farm. Philadelphia: Navy firefighters test "hot suits" in 2100 degrees blaze. Australia: Cops in real life cliff hanger. France: Paris gowns (except Seattle and Memphis). Italy: Nations vie in Rome's International horse show (except Seattle and Memphis). New York: Civil defense volunteers (New York only). Wenatchee, Wash.: Apple Blossom Festival (Seattle only). Memphis: Cotton carnival (Memphis only).

TELENEWS DIGEST (Vol. V, No. 19-B) Korea: British battle on, navy sends out planes to halt latest Chinese offensive. Indo-China: Rebels routed. Japan: Election. Australia: Nazi-tinged League of Independence candidate defeated. Germany: Six years after the war. Detroit: Gymnasts compete for honors in National AAU championships.

NATIONAL BOARD OF REVIEW

May 5, 1951

STARRED SELECTED FEATURE: "The Great Caruso" (MGM); SELECTED FEATURES: "I Was A Communist For The F.B.I." (WB); "Jungle Headhunters" (RKO); "Whirlwind" (Col.).

May 12, 1951

STARRED SELECTED FEATURE: "Ace In The Hole" (Para.); SELECTED FEATURES: "As Young As You Feel" (20th-Fox); "Fighting Coast Guard" (Rep.); "The Last Outpost" (Para.); "Sealed Cargo" (RKO); "Take Care Of My Little Girl" (20th-Fox).

Golden Calls Session

WASHINGTON—Nathan D. Golden, director, motion picture-photographic products division, NPA, last fortnight called representatives of the equipment industry to a meeting to be held here today (May 23).

DAY OF THE FIGHT

IT'S HOT!

Sixteen minutes of emotion-packed footage featuring the newly sensational middleweight title contender

WALTER CARTIER

Produced by JAY BONAFIELD
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NOW AVAILABLE
Phone or wire your RKO Exchange today!

Salary Stabilization Plan Highlights 20th-Fox Meeting

NEW YORK—A proposal to stabilize salaries of top-bracket executives at a level which would provide increased profits to stockholders and insure the continuing welfare of the company's 16,000 employees was announced last week by Spyros P. Skouras, president, 20th-Fox, in his statement delivered at the annual stockholders' meeting.

The voluntary plan, which would affect 130 executives and creative people, but not the actors, will go into effect on July 1, and continue for two and one-half years, and is expected to bring about a savings of approximately \$2,500,000.

The stabilization proposal is only a part of the company's larger plan to effect economies already instituted in production and distribution. All in all, Skouras stated, the savings for the year will amount to approximately \$4,000,000.

Skouras disclosed that the following reductions would be established in the stabilizing of salaries: 25 per cent on \$500-\$1,000 weekly; 35 per cent on \$1,000-\$2,000 weekly; and 50 per cent on more than \$2,000 weekly. The opportunity to participate in 50 per cent of the film profits has been offered to the executives to provide a proper incentive on an annual but not accumulated basis. The last half of this year's profit will count as a separate period of one half-year.

This, according to Skouras, will not include any profits from National Theatres, since National will have an identical salary plan with similar profit participation.

Skouras pointed out that the undue inflation of motion picture salaries was due mainly to the wartime grossing period of 1942-1947. The stabilization project, Skouras added, will permit the company to maintain its high quality of motion picture production despite the economies. He also revealed that Darryl F. Zanuck, vice-president in charge of production, had already produced a number of pictures for 1952 release at approximately \$100,000 less than the budget of \$1,400,000 per picture approved last October. He also asserted that Zanuck will be able to produce the same pictures at an additional \$100,000 savings.

Skouras disclosed that as a result of divorcement, each stockholder will receive one share of stock in the 20th Century-Fox Film Company and one share in the new National Theatres for each share in 20th Century-Fox Film Corporation. All prior preferred and all convertible preferred will be paid in full. The common stock of 20th Century-Fox will be the only outstanding stock.

Otto E. Koegel, 20th-Fox general counsel, told stockholders that the sale of the Roxy will be included in the consent decree

MMPTA First To Pay COMPO Dues 100 Per Cent

NEW YORK—The Metropolitan Motion Picture Theatres Association last week became the first of the charter organizations of COMPO to register 100 per cent membership payment of dues in the Council of Motion Picture Organizations. Arthur L. Mayer, COMPO executive vice-president, made the announcement.

Membership in the MMPTA represents more than 300 theatres in the New York exchange area, exclusive of New Jersey.

"This is another example of the MMPTA's policy of cooperating wholeheartedly with all projects designed to help our business," Mayer said. Edward N. Rugoff is president of MMPTA, and the organization's representatives on the COMPO executive board are Leo Brecher and Oscar A. Doob.

being drawn up with the government in the divorcement of film distribution and exhibition by the company. Two years from the time of the signing of the decree will be the deadline, he said. Within three months, Koegel said, officers and directors, as well as employees owning one-half of one percent of stock in one or the other units, will be required to sell their holdings. They may also trustee their stock for one year, and if it is not sold after that time, the trustee must sell.

Skouras revealed that the division of assets between the film company and the National Theatres under the forthcoming decree has already caused a \$12,500,000 dividend from the circuit. National Theatres has transferred its holdings in Australia, which was 66 per cent of Hoyt's Theatres, Ltd., operating 170 houses.

Redemption will require \$11,200,000, which will be part of the sum already received from NT. The whole operation, Skouras added, will be tax free. Skouras will have to dispose of his NT holdings.

20th Century-Fox Film Corporation and all subsidiaries, including National Theatres Corporation and Roxy Theatre, Inc., reported consolidated net earnings after all charges for the first quarter ended on March 31, 1951 of \$874,776. After deducting dividends on prior preferred and convertible preferred stocks, the consolidated net earnings amounted to \$.27 per share on the 2,769,176 shares of common stock outstanding.

The consolidated net earnings after all charges reported by the corporation for the first quarter of 1950 were \$1,841,030, which, after deducting preferred dividends, amounted to \$.61 per share on the 2,769,143 shares of common stock then outstanding. The earnings for the fourth quarter of 1950 were \$2,957,537.

The board declared a quarterly cash dividend of \$1.12½ per share on the outstanding prior preferred stock; a quarterly cash dividend of \$.37½ per share on the outstanding convertible preferred stock was declared, and a quarterly cash dividend of \$.50 per share on the outstanding common stock was declared.

Skouras listed 10 pictures which he thought will be top boxoffice attractions.

The board reelected Skouras president following the election of 10 directors by stockholders.

Industry Leaders At KC Sessions

KANSAS CITY—The spring convention of Allied Independent Theatre Owners of Kansas and Missouri and the National Drive-In Theatre Owners Equipment Show and Convention was told last week by Abram F. Myers, National Allied general counsel and board chairman, that Allied is ready to make "a block booking deal with distribution in which a proposed industry arbitration plan would be tied in with concessions to the exhibitors in competitive bidding." Allied is ready to embark on an arbitration system, Myers said. Distributors, he said, have shown absolutely no inclination to do anything about protests on widespread use of bids to boost film prices.

Trueman Rembusch, national Allied president, emphasized that theatre TV cannot be unscrambled. Commenting on home television, O. F. Sullivan, head, Kansas-Missouri unit, who presided at all sessions, said that theatre owners were not as much alarmed by TV as they were a year or so ago.

Nathan D. Golden, director, motion picture-photographic products division, National Production Authority, said: "Theatre owners are strongly urged, as are other segments of the industry now, to abandon some of their traditional practices. If your theatre equipment is obsolete or inefficient, and has not been recently modernized, now is the time for you to do it while the equipment is available."

Leon J. Bamberger, RKO sales promotion manager, discussed "Censorship versus Self Regulation." He presented a three-point plan for countering the censorship threat at the local level.

Rube Shor, Cincinnati drive-in operator, also spoke.

Other speakers included Robert Kenefick, Sports Service, on refreshment concessions, and Robert Rubins on the Council of Motion Picture Organizations. Martin Stone, Mercury Service, demonstrated the use of tape recorders for music and commercials in drive-in concession stands.

Jay Wooten, Hutchinson, Kans., was elected president, succeeding O. F. Sullivan, Wichita, Kans.; William Silver, Cameron, Mo., was chosen vice-president, and Jay Means, Kansas City, secretary-treasurer. New Kansas directors for three-year terms are V. Anderson, McPherson; E. Musgrave, Minneapolis, and Ralph Winship, Phillipsburg. New Missouri directors elected to three-year terms are Jay Means, Kansas City; William Silver, Cameron, and J. T. Ghosen, Sedalia. Two directors elected to fill unexpired terms are Herbert Jeans, Warsaw, Mo., and Charles Potter, Kansas City. Sullivan was reelected representative to the National Allied board.

Other speakers were Henderson M. Richey, MGM's director of exhibitor relations, and Hardy Hendren, United Film, who covered the field of screen advertising.

In most phases of concession operation, speakers stressed that each operator has to choose methods as well as merchandise that will appeal to his local audience.

At closed sessions, booking and buying matters were discussed.

The meeting was attended by over 300 exhibitors, representing 575 theatres.



NEWS OF THE

Territory

BRANCHES

Atlanta

The Savoy, Knoxville, Tenn., 350 seats, opened. . . . The Leach, La Fayette, Tenn., opened. . . . A certificate of incorporation was filed by Century Theatre, Inc., Charlotte, by Robert Sanders, W. L. Sherman, and Alvin Friedman.

Two bills, totaling \$150,000, were on file in Fulton Superior Court charging the Roxy with negligence resulting in a painful fall. The suits were filed by Mrs. Lucille Evans and her husband, C. J. Evans. They named Atlanta Enterprises Inc., as defendant.

The Madison, Palatka, Fla., was robbed of about \$150. . . . Pete Howell, shipping department, Monogram South-

ern, returned after a fishing trip to Alabama.

Mr. and Mrs. Harvey Smith paid a visit to Florida on their 12th wedding anniversary. . . . Edward McClosky, owner, Woodbury Drive-In, Woodbury, Ga., announced the spot had opened for the season.

McLendon Circuit announced that it will move its drive-in at Langdale, Ala., to Milton, Fla. It will also open the Ritz Drive-In, Forest, Miss., in June.

The old love bug went down to Union Springs, Ala., and got Odell Pope, McLendon, who will be married on June 6 to Duane Gibson.

Rufus Blair was in town beating the drums for "Ace In The Hole."

Jack Hauser was appointed Florida sales representative for Alexander Film. . . . The Bankhead Drive-In had its first anniversary birthday party.

"The "John Kirby Drive" was kicked off in grand style when WB branch manager Ralph Ianuzzi, salesmen, and bookers hosted a group of exhibitors, buyers, and bookers at the Variety Club.

Following a custom established at a similar affair last year, numerous theatremen publicly pledged playdates during the "John Kirby Drive," June 3-Sept. 29. Highlight of the festivities was the announcement of the huge number of exhibitors throughout the southeast who paid tribute to Kirby in wires and letters congratulating and offering the division sales manager their best wishes for the drive. They also pledged playdates and thorough cooperation throughout the drive period. Over 150 such messages were bound in a volume, which was presented to Kirby, whose absence from Atlanta prevented his attendance. Messages were also received from all personnel in the Atlanta, Charlotte, Jacksonville, Fla., and New Orleans offices.

Percy Pinder, owner of theatres in Nanssau, B. W. I., sold them to Wometco Theatres. . . . In for a visit was George Hoffman, sales representative in Florida for National Screen Service. . . . Manager Sam George, Paramount, had a 10 by 20 foot banner on a large building.

Hallmark will open "One Too Many" at the Lyric, Birmingham, Ala., on May



Ralph Ianuzzi, Warners' Atlanta branch manager, and his staff recently hosted a group of Atlanta exhibitors and buyers and bookers at the Atlanta Variety Club for the kickoff of the "John Kirby Drive," in honor of Warners' southern division manager, and shown at the affair, upper left, from left to right, are: booker Bernie Caldwell, office manager J. W. Waters, salesman John Davidson, district manager W. C. Williamson, Jr., booker Sewel Sudderth, Johnnie Harrell, Martin Theatres; Ianuzzi, booker W. B. Langston, salesman J. H. McCormick, salesman Homer Clark, and salesman C. T. Jordan. At upper right are Hap Barnes, ABC Enterprises; Roy

Avey, Community Theatres; Harrell; Tom Jones, L and J Theatres; Tom Lucy, Exhibitors Service; Charlie King, Exhibitors Service; Rudy Lehman, Martin-Thompson Theatres; A. C. Cowies, Cowles Enterprises; Dusty Rhodes, Dixie Drive-In Theatres; Aubrey Nesbitt, East Point Amusement Company; Ianuzzi; Cliff Wilson, ABC Enterprises; Bud Chalmon, ABC Enterprises, and Jones. At lower left are Jones, Gene Skinner, Dixie Drive-In Theatres; Holt Gewinner, J and L Theatres, and Langston, while at lower right are Barnes, Caldwell, King, Clark, and Harrell. Warners' sales drive this year honors all of the company's division heads respectively.

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

30. Ginger Prince will come from Hollywood for the opening. . . . T. S. Bain, Hallmark, was back after a flying trip to Birmingham, Ala. . . . Roy King, southern division manager, Alexander Film, was in for the convention. . . . Miss Clair Dawson, Cedartown, Ga., made a big hit with her booth at the convention.

C. S. Alligood opened his 200-car drive-in near Crawfordville, Fla. . . . A 200-car drive-in is under construction near Stuart, Fla., by Leonard Creech. . . . The Neely Circuit, Alabama, opened its drive-in near Oneonta, Ala., for 250-cars. . . . Austin Palmer, former manager, High Springs, Fla., was appointed manager in Wildwood, Fla. He replaces Mrs. J. M. McClellen, resigned. . . . Dick Smith was appointed cashier at MGM, replacing R. W. Quinn, who entered business for himself. . . . A little bundle from heaven came to the home of Pete Carnes, booker for RKO. . . . Martha Chandler, former office manager at ELC, is now with United Artists. So is Lynda Burnett.

The Newmar, Birmingham, Ala., owned by the Waters Theatre Circuit, had a loss by fire. . . . Mary Brown has been added as secretary to Howard Pettengill, Florida State Theatres, and Nancy Spiers was added to the advertising department. . . . E. S. Winburn is the new owner, Fairfax, Jacksonville, Fla. . . . Mrs. Paul Hargett, wife of branch manager Hargett, Columbia, Jacksonville, Fla., is better after illness.

The Waters Theatre Company, Birmingham, Ala., opened its fourth drive-in. Fred McCallum, formerly with Wilby-Kincey, is manager. . . . The new Hill Drive-In, owned by the Interstate Theatres, Thomasville, Ga., opened. . . . A. F. D'Anna, owner, and John L. Damm, manager, opened the drive-in at Riviera Beach, Fla.

Charlotte

(In a recent issue of EXHIBITOR, type gremlins had Al Duren, branch manager, Paramount, and Everett Olsen, exploitation manager, returning from a vacation instead of a convention. Sorry—Ed.)

Mr. and Mrs. W. H. Hendrix, Greensboro, N. C., will sail on June 7 for



Hugh Owen, eastern and southern division manager, is seen recently addressing Paramount's national sales convention when it met at the Hotel Warwick, New York City.

London, where they will meet their daughter, Eloise, wife of Lieutenant Colonel J. W. Dobson. After leaving England, they will visit Holland, Belgium, Germany, Austria, Switzerland, Italy, and France.

A turkey dinner was given by Colonel Bates Harvey, Carolina, Clover, S. C., in honor of branch managers, salesmen, and bookers. . . . C. B. Hayworth, Motor Park Drive-In, Pink Hill, N. C., is in Wayne Memorial Hospital, Goldsboro, N. C. . . . Arthur Phillips Strand, Walhalla, S. C., was in conferring with Max Rhinehardt, Exhibitors Service.

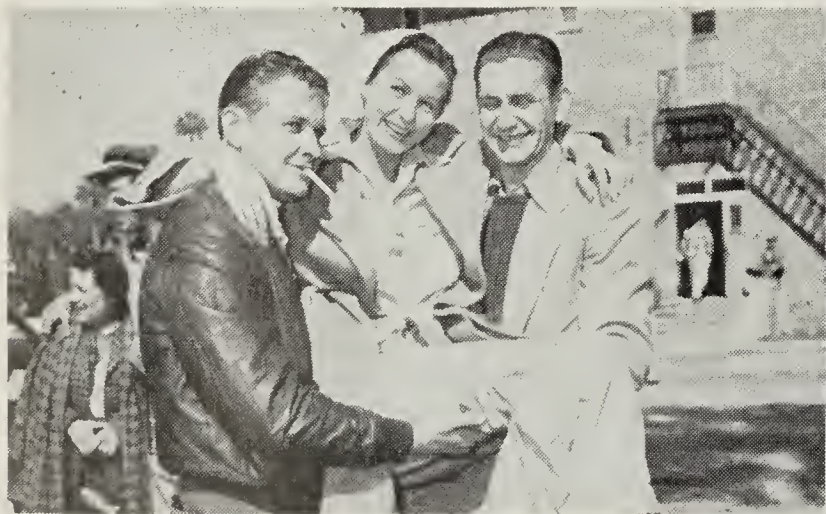
The board of directors of the Theatre Owners of North and South Carolina voted approval of COMPO. The secretary of the association, Mrs. Walter Griffith, was directed to notify its membership of this action, and advise that their personal decision to support COMPO financially rests with them. President A. Fuller Sams, Jr., Statesville, N. C., presided at the meeting at the Hotel Charlotte.

Johnny Martin, head booker, 20th-Fox, is replacing Walter Powell, resigned. Charlie Mincey moves up to the head booker's desk. . . . The Crystal, White Lake, N. C., reopened for the summer. Exhibitor's Service is handling buying and booking. . . . The Carolina Drive-In, Concord, N. C., reopened. . . . Mrs. R. L. Odom who won the "Queen For A Day" contest recently held at the Imperial, had one of her prizes, a Westinghouse television set, sent to the patients in the orthopedic department,

Memorial Hospital, where she was a patient for 140 days. . . . Stewart Henderson, booker, Paramount, resigned. . . . Billie Harris and Myrtle Hill, Republic, and Louise Little, Astor, spent a weekend at Myrtle Beach, S. C. . . . Ruby Brown, secretary, RKO, spent a weekend with her parents in South Carolina. . . . Ruby Thomas, Austin, RKO, and husband were honeymooning in Florida. . . . The Reid, Reidsville, N. C., closed for the summer. Owner is W. H. Hendrix. . . . Bill McCotton formerly with the Masonic, Newbern, N. C., is the new booker at 20th-Fox. . . . R. H. Jackson, Carolina Delivery Service, was visiting in Atlanta. . . . Charlie Hunsuck, formerly with ELC as salesman, is now with the Atkinson Motor Company. . . . The Auto, Rock Hill, S. C., finished spring cleaning in time to celebrate its anniversary week. All children under 12 were given ice cream.

W. M. "Mac" McClure, booker, U-I, and Mrs. McClure are the proud parents of a baby girl, eight pounds.

On vacations were: Carl "Pat" Patterson, office manager, Columbia; Robert Little, booker, RKO; Mitchell Little, office manager, and Dot Meacham, inspectress, Republic, and Louise Little, secretary, Astor. . . . Max Rhinehardt, Exhibitors Service, attended the testimonial dinner given for Al Schwalberg, general sales manager, Paramount, in New York. Exhibitors Service has taken over buying and booking for the Tarheel Drive-In, Archdale, N. C. . . . The Murfree Drive-In reopened. Owner is Pete Lassiter.



Members of Paramount's Jacksonville, Fla., branch recently visited the set of Paramount's "Crosswinds" on location at Homosassa, Fla., and pictured at left are branchmen Abner



Camp and Jack Rigg with star Rhonda Fleming, while, at right, Evelyn Carter gets some technical data from assistant director Howard Pine and production manager "Doc" Merman.

Annie Mae Williams, formerly at ELC, is now with Paramount.

Visiting were: Dennis Ramsey, Rosehill, N. C.; Rudy Howell, Howell Theatres, Smithfield, N. C.; C. B. Andrews, Sunset Drive-In, Sumter, S. C.; Mrs. E. L. Derrick, Chadbourn, Chadbourn, N. C.; Howard Anderson, Anderson Theatres, Mullins, S. C.; Runa Curtis, Curtis, Liberty, N. C.; R. L. Baker, Jr., Carolina, Shelby, N. C., and Phil Berlen, Carolina Theatres, Inc., Asheville, N. C.

Memphis

Most of the usual Film Row visitors attended the annual meeting of the Arkansas Motion Picture Theatre Owners convention in Little Rock, Ark., instead of making their usual calls on the Memphis branches. Among those who visited the Wonder State were: Jerry Jernigan, Realart; R. L. Bostick, branch manager and C. C. Bach, assistant manager, National Theatre Supply; Frank Carter, branch manager, Warner's; R. V. Reagan, branch manager, RKO, and Tom Young, 20th Century-Fox.

MGM—W. F. Ruffin, Sr., Covington, Tenn.; J. N. Haynes, Jonesboro, Ark.; Ray Bolick, Kaiser, Ark.; N. B. Fair, Somerville, Tenn., and K. H. Kinney, Hughes Ark., were calling. . . . Miss Laura Butler, booker, vacationed in Florida.

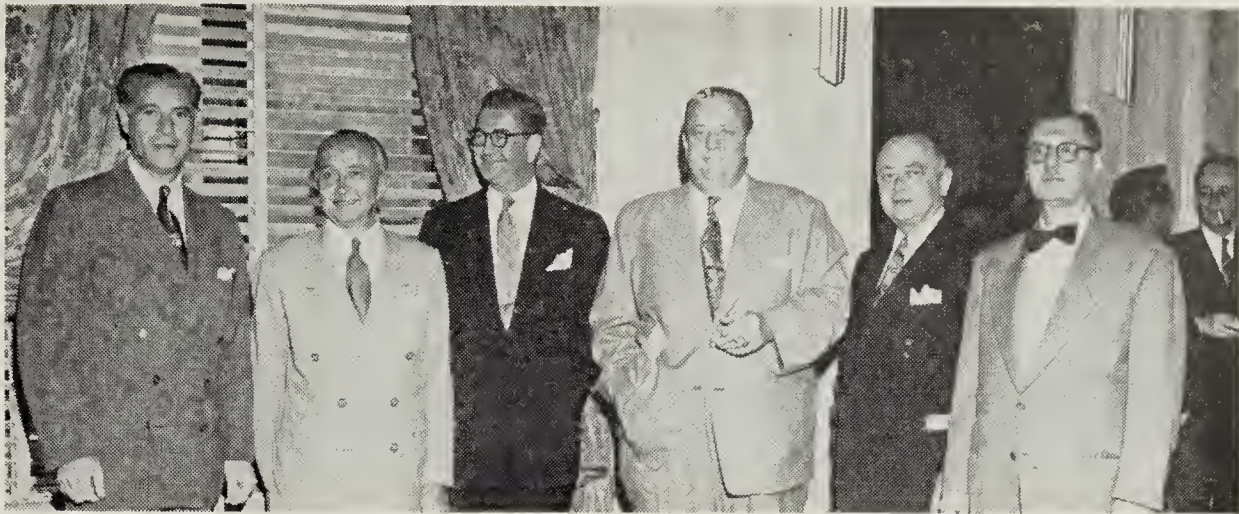
MONOGRAM — Arthur C. Bromberg, president, Monogram Southern, Atlanta, visited.

REALART—Gene Fleeman, Little Rock, Ark., and H. G. Waldran, Red Bay, Ala., were in.

20TH-FOX—Mrs. Clara Davis, Drew, Miss.; Ben Jackson, Ruleville, Miss.; C. J. Collier, Shaw, Miss.; W. H. Gray, Rutherford, Tenn.; G. H. Goff, Parsons, Tenn.; William Elias, Oseola, Ark.; Miss Louise Mask, Bolivar, Tenn., and Moses Sliman, Luxora, Ark., were visiting.

PARAMOUNT — Joe Young, salesman, resigned.

RKO—J. W. Wofford, Europa, Miss., Bill Ruffin, Jr., and Amelia Ellis, Mason, Tenn., were in.



William B. Zoellner, in charge of MGM shorts and newsreels sales, recently met informally with some of the field and home office men during the mid-seasonal MGM sales meetings in New York City. Zoellner is next to William Levine, extreme right, home office aide to John S. Allen, southwestern sales manager, while others are, from left, Herman Ripps, field assistant to John P. Byrne, eastern sales manager; Rudy Berger, southern sales head; Allen, and Burtus Bishop, Jr., midwestern sales head.

New Orleans

Tom Neely, National Theatre Supply, was a caller in Donaldsonville, La. . . . Joe Fabacher, Monogram Southern, had a two-week trek in the territory after a week-end rest. So did "Singing Sam" Nungesser, same company.

O. K. Gaude, Port Allen, La., and Ernest Delahaye, Maringouin, La., were in. . . . Frank Corbitt, Dixie Drive-In, Columbia, Miss., was in setting dates.

A. L. Royal, Meridan, Miss., accompanied by "His Good Man Friday," Hank Jackson, Laurel, Miss., and F. K. Phillips, Broadway Drive-In, Hattiesburg, Miss., kept the bookers busy.

Leroy Adams, Joy accounting department, proudly announced the arrival of their third, a boy, on May 7. Mom and Junior are doing fine.

Frank Ollah, Albany, La., was booking for his Star, and confabbing with his associates, Mortimer and Shiell, Skyvue Drive-In. . . . Mrs. Schroeder, Ideal, Bridge City, La., was visiting with J. G. Broggi, buying-booking representative.

Mr. and Mrs. J. E. Adams and their beautiful baby daughter, Rebecca, were in buying and booking for their Starlite Drive-In, Laurel, Miss. . . . H. B. Paul, Kay representative, was rushed from the exchange to Baptist Hospital. . . . Cecil

Howard, booker, Joy Theatres, Inc., was rushed to Touro.

Babe Cohen attended the Lippert meeting in Chicago. Mrs. Cohen made the trip with him.

Raymond Gremillion, Southeastern Theatre Equipment, was vacationing. . . . Joe Barcelona, Baton Rouge, La., is busy booking and merchandising since he assumed operations of the Tivoli, formerly operated by Pfeiffer and Rebstock.

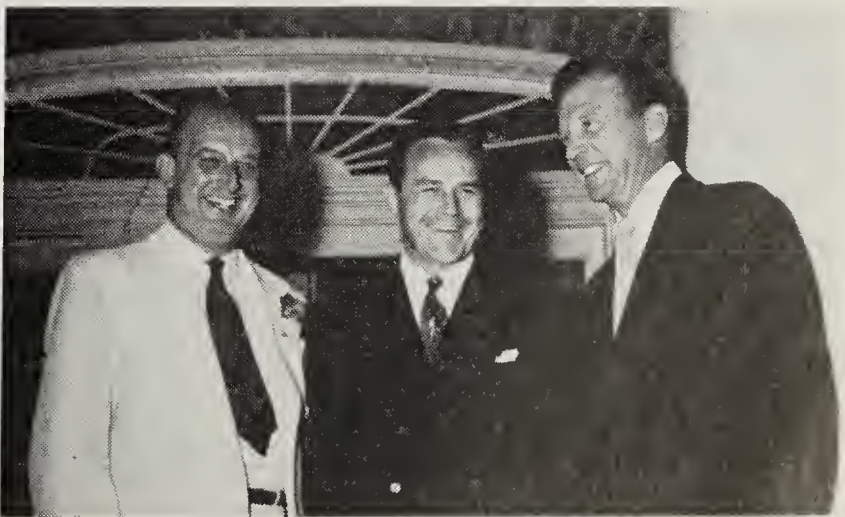
C. K. Couch, Pensacola, Fla., was arranging programs for Mr. and Mrs. C. E. Stewart's Warrington Drive-In, Warrington, Fla., and G. E. Padgett's, Gulf, Pensacola, Fla.

H. J. Ballam was on an equipment service tour for Hodges Theatre Supply. . . . I. M. Gauthier, Castle, White Castle, La., Nick Lamantia, Bogalusa, La., Ernest Drake, Panchatoula, La., Charles A. Phillips, Delta, Jonesville, La., and E. A. Anicely Fort, Harrisonburg, La., visited.

J. G. Broggi, Exhibitor's Service, will buy and book film for Bob Conrad's Sunset, Sunset, La. . . . William Cobb, president, Exhibitor's Poster Exchange, and his associate, Henry Werling, Theatre Poster Exchange, Memphis, attended the annual convention of Independent Theatre Owners of Arkansas in Little Rock, Ark.



Climaxing a three-day goodwill visit to Little Rock, Ark., Dan Dailey, starred in 20th-Fox's "I Can Get It For You Wholesale," led the city's annual Rose Festival parade. At left,



Dailey is seen at the grand ball which wound up the celebration while at right, the actor is pictured with Mayor Abernathy, Pasadena, Calif., and Arkansas Governor McMath.

B. V. Sheffield made arrangements with J. G. Broggi, Exhibitor's Service, to buy and book films for his Sheff, Poplarville, Miss. . . . Al Boykin, Warner city salesman, attended the funeral of his grandmother in Bogalusa, La.

Jules Levey's "Fabiola" broke records in its world premiere at the Joy. The campaign was worked out by manager Ernest McKenna and UA fieldman Murray Roman, under the direction of Mori Krushen.

Fred Paul, Ned Parkhouse, and Bill Proctor recently hung a closed sign on the boxoffice of the Avenue. The theatre reverts to the original owner, Paul Giangrosse, who is having the front remodeled. . . . John Schaffer's gift to his wife on Mother's Day was a new car.

Mamie Dureau, Masterpiece office manager-booker, and her daughter, Catherine Lourdes, left for a vacation in New Britain, Conn. . . . Harry Thomas, Hollywood producer, spent several days here. . . . John J. Schaffer added two more pieces of property adjacent to his residence to his real estate holdings.

Russell J. Callen, Associated Theatres, has taken over the buying and booking for Adams and Pietrey's Starlite Drive-In, near Laurel, Miss.

Allied Gulf State at the Drive-In Theatre Owners convention in Kansas City and the Allied board meeting were: Persident Don George, Shreveport, La.; vice-president, and national director, Abe Berensen, Gretna, La., along with Barney and Larry Woolner, Drive-In Movies and Airline Drive-In; Kenneth Giddens, Mobile, Ala.; F. G. Pratt, Vacherie, La.; Milton Guidry and E. R. Sellers, Yam Drive-In, and L. C. Montgomery, Joy.

Visiting were Mayor Lew Langlois, New Roads, La.; Roy Pfeiffer, Istrouma, Baton Rouge, La., and "Uncle Bob" Molzon, Norco, La. . . . Clyde Le Blanc visited film buyer-booker J. G. Broggi. . . . Jack O'Quinn was booking and merchandising for his Echo Drive-In, New Iberia, La, and for Joy Theatres in Gueydan, Welsh, and Kaplan, La. . . . Frank Francois is the new manager, Algiers Drive-In, Algiers, La. . . . Carroll Creasson replaced Charmaine Derbis at Stevens.

Tom Neely motored to Hammond, La. . . . Mr. and Mrs. I. Oberlin, Natchez, Miss., visited buying-booking representative J. G. Broggi. . . . Visiting were: Clifton Elmore, Joy, Kinder, La.; Clarence Thomasie, Gay, Harvey, La.; Hector Naquin, Cecilia, La.; C. Dennis, Skyline Drive-In, Milton, Fla.; I. E. Hawkins, Flora, Miss.; W. E. Limroth, general manager, Giddens and Rester Theatres, Mobile, Ala.; Mrs. Foster, Violet, La., and Paul Brunet, Dixie.

Coralie Landry, formerly secretary to T. A. Pittman, is now with Loew's. Sue Geiger replaced. . . . Nola Regouffre, secretary to Harold Schambach, Joy Theatres, Inc., left Film Row.

David Segal, who reopened the Texan, a subsequent-run theatre in Texarkana, Tex., on April 27, was in setting dates. Also visiting were E. Beregi, Fox, Livingston, La., and Ed Orte, Gulfport, Miss.

C. J. Briant, resident manager, Loew's, spoke on "The General Trend of Motion Pictures" at a meeting of the New Orleans Better Films chapter at the St. Charles Hotel.

Phillip Corte, Garden, reported a theft of \$250 in cash from a locker in the office.

STATES

Arkansas

Little Rock

Climaxing a whirlwind visit, 20th Century-Fox star Dan Dailey, as grand marshal of the annual Rose Festival Parade, led the gala procession before a cheering crowd of more than 100,000. Sandwiched in between a concentrated round of festivities, Dailey found time to do a matinee and a night show at the Arkansas, where 20th Century-Fox's "I Can Get It For You Wholesale" was on the screen.

Sam B. Kirby, president; W. B. Sockwell, vice-president, and Jack Bomar, secretary-treasurer, were all reelected at the Independent Theatre Owners of Arkansas convention. Elected regional vice-presidents were W. C. Sumpter, W. C. Talbutt, Sidney Wharton, Terry Axley, and Henry Haven. Named executive board members-at-large were E. W. Savage, O. G. Abernathy, B. M. Gray, Herod Jimerson, Bill Malin, Jr., Cecil Cupp, L. G. Renfro and Llyod Pullen.

Florida

Miami

From Montreal to Miami has been the path of Mrs. Jean King, now in the bookkeeping department of Claughton Theatres. . . . The many friends of Sonny Shepherd, Wometco, will be glad to hear he is progressing in his siege of rheumatic fever. . . . The Variety Club had tropical representation at the Philadelphia convention recently when George Hoover and Bill Dock, Florida State Theatres, took along Mal Marshall's latest leisure wear. . . . Cooperating newspapers sparked the jointly Wometco and United Artists-sponsored "Queen for a Day Contest." . . . The 'Old Guard' a Wometco organization composed of employees of at least seven years standing, was to have its 10th annual banquet at the Westview Country Club. An impressive presentation of the gold Palek Philippe watches was to be made to Helen Porter, secretary to Sidney Meyer; Ray Toemmes, floor manager, Miracle; Jack Fink, and Frank Myers, purchasing agent, all 20-year employees. A surprise presentation of a watch to Dale Toemmes, secretary to Mitchell Wolfson for 30 years, was to be a highlight. . . . Manager Joseph Luter, Cinema, has promoted Gilbert Levine to assistant manager.

Georgia

Augusta

City Council got around the new Georgia sales tax law making it illegal to collect an admissions tax by abolishing the existing levy on theatres and other amusements, substituting a business license tax based on gross receipts.

Mississippi

Biloxi

J. D. Herring, who has been manager, Buck, since 1948, resigned, and left for New Orleans to enter college. Ernest Hilderbrand succeeds him at the Buck, under the supervision of J. B. Fulton, Saenger manager.

North Carolina

Angier

The Angier closed for the installation of new seats and a new screen, a new paint job, and renovations.

Dunn

Everett Enterprises named Charles Pope to manage the Harnett, and Sam E. Hammond to manage the Dunn. Pope, a native of Sampson County, N. C., has just joined Everett after having been employed in Boston. Hammond, a veteran of 30 years in the theatre business and a native of Columbia, S. C., has been serving recently as a manager in New Orleans.

Leaksville

Leaksville Theatres, Inc., obtained a certificate of incorporation from the Secretary of State to operate theatres with authorized capital stock of \$100,000. Incorporators are Douglas Craddock, D. E. Gwynn, and D. Floyd Osborne.

Louisburg

W. F. Shelton, local exhibitor, was elected mayor defeating W. C. Webb, who held the office for the past 16 years.

Raleigh

Attorney General Harry McMullan in advisory opinions ruled that outdoor theatres operating partly within the corporate limits of a town are subject as any other business to municipal license taxes, and that all forms of "Jackpot Nights" or similar arrangements whereby prizes or awards are obtained by chance through the drawing of lucky numbers are illegal, and violate the state's gambling and lottery laws.

W. G. Enloe, district manager, North Carolina Theatres, Inc., Ambassador, Varsity, Capitol, and Tower, was defeated in his bid for election to City Council.

Wilmington

Sky Line Drive-In, on the Carolina Beach Road at Wilmington, N. C., held its formal opening. It has a capacity of 500 cars, but is designed to accommodate 1,000 cars if demand should necessitate later expansion.

NEWS OF THE

Territory

Chicago

For "Father's Little Dividend," manager Grant Martin, RKO Virginia, Champaign, Ill., promoted a full page of co-op advertising in The News-Gazette with 13 merchants, each of whom offered a prize to the first "little dividend" born during the playdates. Martin also promoted window displays.

Two of the dailies are running among the movie ads the slogans, "For Entertainment Bright See a Movie Tonight" and "For Refreshing Delight See a Movie Tonight." . . . William Conway, Irvin, Cannelton, Ind., gave his house a refurbishing. . . . Bill Burke was named manager, North Avenue Drive-In.

Nate Ruttenberg, Portage Park manager, celebrated his 32 years in show business. . . . Guy Hancock, Prewitt, Plainfield, Ind., acquired the Roxy, Pendleton, Ind.

Mr. and Mrs. Jack Kirsch announced the engagement of their daughter, Eileen Gloria to Dean Stuart Wolfson. They are both students at the University of Illinois. . . . C. A. Mathews was appointed Alliance Theatres supervisor at Vincennes, Ind. . . . Chuck Connors was appointed 4-Screen Drive-In general manager. . . . Bernard Costello was made manager, Fowler, Fowler, Ind.

The Adelphi, Devon, and Granada give free admission to the squadron at the nearby Air Force School. . . . Forty B and K managers volunteered time on a cerebral palsy marathon while collections were made in front of theatres.

Robert Mata was named Capitol assistant manager. . . . Orval Templeton opened his Templeton Wheel-In Outdoor, Mooresville, Ind., with Gerald F. Haugh as manager. . . . Robert Beoman was appointed Alliance Theatres supervisor. . . . Harry Turrell, Warner Theatres' district manager, returned from his wedding trip to the coast.

To help promote "Fighting Coast Guard" in neighborhood theatres, Republic is using a series of 14 spot announcements over the four TV stations here beginning on May 25. Republic's TV participation was worked out between Jack Kirsch, Allied of Illinois president, and James R. Grainger, Republic vice-president. Announcement of this initial TV plug of a picture in neighborhood theatres was enthusiastically received by Allied members.

Arthur Stern, son of Emil Stern, former associate of Edwin Silverman in Essaness, closed temporarily his Argmore, Avon, and Liberty, Northside neighborhood houses. His Rosewood is in operation. . . . James E. Coston, who resigned as Warner zone manager, took

over the Rhodes in addition to the Beverly.

Dallas

In his first proclamation since taking office, Mayor J. B. Adoue, Jr., cited Warners' production of "I Was A Communist For The F.B.I.", in his proclamation for "American Citizenship Week."

Hugh Owen, Paramount's eastern and southern division manager, was in on the first stop on his tour of branch cities.

The sock premiere campaign for "Oliver Twist" put on by Interstate Circuit's Metropolitan, Houston, Tex., proved so successful that it will serve as a model for all future key area openings. The Houston premiere, handled by Interstate city manager Al Lever and Metropolitan publicity manager Conrad Brady, aided by Lige Brien, UA director of special events, was touched off by a citywide "Charles Dickens Festival." Robert Newton, who stars in "Oliver Twist," made a personal appearance.

Denver

Anthony Dexter and Patricia Medina arrived to begin a tour of Rocky Mountain key cities in the interest of Columbia's "Valentino." Appearances on the stages of the Denver and Esquire were made.

About 160 attended the fourth annual convention of the Allied Rocky Mountain Independent Theatres in Denver, with John Wolfberg, president, in the chair. The officers will hold over, and will be elected by the board at the January meeting. The new board includes John Wolfberg, president; Walter Ibold, treasurer, and Joe Ashby, general manager, all of Denver; Mrs. Mary Lind, Rifle, Colo.; Neil Beezley, Burlington, Colo.; Leon H. Coulter Loveland, Colo.; Fred Hall, Akron, Colo.; Elden Menagh, Fort Lupton, Colo.; J. K. Powell, Wray, Colo.; Robert Smith, Steamboat Springs, Colo.; Lloyd Grave, Eagle, Colo.; Fred Anderson, Eaton, Colo.; Robert L. Kehr, Ogallala, Neb.; Mrs. Marie Goodhamd, Kimball, Neb.; Dorrance Schmidt, Bridgeport, Neb.; Dr. F. E. Rider,



Pictured with Leon J. Bamberger, RKO sales promotion manager, at the recent meeting of Delft Affiliated Theatres of Wisconsin and Michigan at the Hotel Astor, Milwaukee, is the circuit's board of directors, from left, Bernard McNamee, H. S. "Doc" Gallup, J. L. LaDuc, Mrs. Fowler, J. DePaul, and Bamberger.

Wauneta, Neb.; Walter Smith, North Platte, Neb.; John C. Wood, Springer, N. M.; Burl Lingle, Estancia, N. M.; Tom Knight, Riverton, Wyo. and Lloyd Kerby, Worland, Wyo. Social events of the convention included an open house at Variety Tent 37, a luncheon, and a banquet and dance.

Mike Stewart, former booker-office manager, ELC is now in the booking department at Monogram. . . . Fidel Theatres, Inc., opened the El Capitan, with 130-seat capacity, Espanola, N. M. . . . Pauline Hall, Paramount branch manager's secretary, vacationed by taking an auto trip through Colorado, New Mexico, Arizona, and Utah.

Des Moines

Leo F. Wolcott, chairman of the board, Allied Independent Theatre Owners of Iowa and Nebraska, warned that Iowa exhibitors offering premiums, including free popcorn, candy, soft drinks, and prizes with admission tickets face prosecution under the state's new anti-gambling statute. The new Iowa law makes "Bank Night" the only legal form of giveaway in the state.

King Cole has been named manager, Garden, Guthrie Center, Ia. Cole has been an entertainer. . . . Mrs. Royce Winkleman has taken over the management of the Gem, Charles City, Ia., succeeding Joe Kinsella resigned. . . . Harold Field, president, Pioneer Theatre Corporation, presented loud sport shirts to his managers so they will be more noticeable by the patrons. Field claimed they were wearing too conservative clothing. . . . Beverly Hedrick, Stuart, Ia., has taken over the management of the theatre at Logan, Ia.

Nathan Sandler, owner, Sandler Theatre Enterprises, enroute to Philadelphia to attend the Variety Clubs International meeting, suffered a heart attack at Rock Island, Ill., and was hospitalized. He is expected to remain in the hospital several weeks. His wife and son and daughter-in-law were driving with him at the time.

J. E. Rosen, assistant branch manager, Minneapolis, for MGM, returned there after filling in for Gerry McGlynn, local manager, who was ill. . . . Martin Holzman sold the Dodge, Fort Dodge, Ia., to Clyde Shade. . . . A. H. Blank, head, Tri-States Theatre Corporation, and Mrs. Blank were in New York. . . . Harold Sutphin, MGM booker, returned to work following an operation. . . . The Legg and Ielli Circuit sold the theatre at Persia, Ia., to Glenn Axtel, Council Bluffs, Ia. Axtel also owns houses at Farragut and Emerson, Ia.

Merritt Partlow, manager, Clarion, Clarion, Ia., has been named secretary, Clarion Chamber of Commerce. . . . The Wonderland, owned by Will Johansson, Paullina, Ia., is being remodeled for its 25th anniversary on June 27. . . . Ralph Buttolph, Riceville, Ia., purchased the Lime, Lime Springs, Ia.

Downtown theatres have inaugurated a Home-I-Tis campaign patterned after

the Schine Circuit plan. Cooperative ads are used in the newspapers, with cab firms, night clubs, and other downtown eating places joining in urging people to attend the movies and other downtown entertainment.

Kansas City

Matt Cvetic was accorded a huge ovation in a series of appearances as part of his tour for Warners' "I Was A Communist For The F.B.I." under the joint auspices of the National Headquarters for American War Dads and the Kansas City Junior Chamber of Commerce. He also appeared before a joint meeting of the National Drive-In Theatre Owners Association and the Allied Independent Theatre Owners.

Los Angeles

Lois Lefko is back after a two-week vacation in San Francisco. She's secretary to Norman Newman, Metropolitan, Downtown, and other Corwin houses. . . . Arthur D. Burnham, formerly with Lux West Coast office, is now a salesman with Manhattan Films International. . . . Goodman and Kaufman will handle distribution of "Tales of Hoffmann" in the 11 western states. . . . Visiting was Ed Svigals, Scalera Films, New York, to arrange distribution. . . . Dorothy Smith Rameriz, secretary to George Bowser, FWC general manager, was presented with some redwood patio furniture by her co-workers on the occasion of her leaving that exchange to stay home. . . . Jeannette Banks, former ELC secretary, was looking around the Row for another post. . . . Arlene Abramson is the new secretary at Vinnicoff Theatres, replacing Isabel Dugan, who left her position after 12 years. . . . Irving Levin, Realart branch manager, is the proud papa of a brand-new baby boy, weight eight pounds. . . . Harry Feible, FWC northern district manager, was on his way to Australia just to look things over for the home office. . . . Cecil Jordan, U-I, was vacationing in Palm Springs, Cal. . . . Jerry Logue, Monogram booker, back from the convention in Colorado Springs, Colo., was so perturbed because he only heard about the model's school an hour before he returned home.

Milwaukee

Matt Cvetic, touring in advance of Warners' "I Was A Communist For The F.B.I.", received an ovation.

Eleven girls are entered in the "Miss Green Bay" pageant contest which is being staged at the Bay, Green Bay, Wis.

Exhibitors should feel highly complimented in Miss Estelle Steinbach's recent appointment to the mayor's motion picture commission. Miss Steinbach brings to this commission years of industry experience. She has been with Fox-Wisconsin Amusement many years in various capacities. At present, she manages the Downer. Among her many accomplishments were kiddie programs, she pioneered in this area for Fox-Wisconsin.

Rudy Koutnik, Palace manager, tied in with the Arthur Murray studios on "Valentino."

In case any exhibitors wish to get in on the latest experiment relative to eliminating a lot of those childish pranks being pulled in various theatres, get in touch with Miss Estelle Steinbach, Downer; Joe Reynolds, Oriental; Bob Groenert, Warner; Bill Bindle, Juneau; Douglas Groenert, Tosa; Father Curry, Marquette University High School; Miss Gertrude M. Puelicher, WISN, or Bill Nichol, EXHIBITOR correspondent. Things are beginning to pop for those "guest ushers" are really seeing things with the naked eye.

Minneapolis

Admission tax collections in Minnesota for April, 1951, dropped to \$369,000, compared with \$513,000 for the corresponding month a year ago. Federal tax collections in all other of 11 categories for the state last month jumped to \$35,887,000, compared to \$24,290,000 in April, 1950. . . . A tot walked up to the cashier's window at the Orpheum recently, and said, "I want two tickets, one child and one human being."

The St. Louis Park, suburban Minneapolis, switched from a 35-day run to a double feature bill available for the policy after 49 days. The 1,000-seat house, operated by Harold Field and Harold Kaplan, will drop admissions to 44 cents including tax. Meanwhile, William and Sidney Volk postponed opening their new Terrace, suburban Robbinsdale to May 23. The 1,300-seat deluxe house will open in the 28-day slot, although 14-day availability had been requested.

Clyde Shade, Franklin, Neb., purchased the Dodge, Fort Dodge, Ia., from Martin Holzman. . . . The Grandview, St. Paul, Minn., neighborhood house, adopted an art film policy. . . . Mack DeMarce, exhibitor, Benson, Minn., was rushed to a Minneapolis hospital for observation. . . . Abe Engler, Hopkins, Minn., exhibitor, is reported on the road to recovery at Abbott Hospital.



A. J. Sullivan, UA's Seattle branch manager, stands by as Bob Clark, Saffle Theatre Service, books from office manager-booker Harold Harden in the colorfully decorated exchange, dressed up for the company's "Grad Sears Drive," still under way. M. Alexander, back to camera, keeps busy with office duties, as does Mrs. Zimmerman, in background.

W. R. Hiller, Marshall, Minn., exhibitor, was at the Mayo Clinic, Rochester, Minn., for a checkup. . . . T. E. Rogers, Zap, Zap, N. D., has been called into service, and the house has been shuttered temporarily. . . . Frank Lesmeister has completed extensive improvements at the State, Blair, Wis. . . . J. A. Seay, who recently purchased the Grand, Wilton, N. D., installed a new sound system.

Steve Goodman, head of Republic's research and censorship department, has been in Minneapolis and Iron Range towns to do research on "The Iron Master." . . . Eph Rosen, MGM assistant branch manager returned to Minneapolis after substituting for branch manager Jerry McGlynn at Des Moines. . . . Edger Burke, formerly on the sales staffs of several exchanges, is a new salesman for Reid H. Ray Film Industries.

Oklahoma City

E. R. Slocum, El Reno, Okla., owner, Rocket, was elected chairman of the board at the first meeting of the new year of the TOA board of directors. Slocum succeeds J. C. Hunter, Tulsa, Okla., who resigned.

Sol M. Lowenstein, Video Theatres partner in Ardmore, Okla., died. He had been associated with his two brothers, Harry M., who died two years ago, and Emanuel M., who died about a month ago. . . . Video Theatres held its annual managers' business conference in Oklahoma City at the Skirvin Hotel. Claude O. Fulgham, director of theatre management, was in charge. A dinner dance was held.

Harry Sachs, I. B. Adelman Theatres, Dallas, was in buying and booking for the Delman, Tulsa, Okla.

State exhibitors seen were: John Terry, Perry, Perry; Houston Burns, Opera House, Apache; Mr. and Mrs. E. A. Falk, Roxy, Billings; Don Abernathy; 89'er, Kingfisher; Wesley Hodges, Bulldog, Weatherford; Waite Kerr, Platt, Sulphur; Johnny Buffo, Liberty, Hartshorne, and L. R. Creason, Palace, Eufaula.

Portland

C. H. Smith, Tillamook, Ore., purchased the Columbia, St. Helens, Ore., from the Foreman interests, Portland, and the Roxy from G. O. Garrison, Palm Springs, Cal. Extensive remodeling and installation of new equipment will take place at the Columbia. The Roxy, uptown St. Helens, closed for several years, will be reequipped with modern seating and projection equipment. Clyde McCallum, present manager, Columbia, will remain under the new ownership, and Ron Harrington, ex-manager, Columbia, now managing one of Smith's Tillamook theatres, will manage the Roxy.

C. L. Robinett, for many years with 20th-Fox, resigned as manager, Seattle.

St. Louis

Mrs. James A. Friend, was installed as president, Better Films Council of Greater St. Louis, at a luncheon meeting. Dr. Arthur G. DeBra, director, Community Relations Department, Motion Picture Association of America, New York City, was guest speaker.

The Fanchon and Marco Service Corporation, which operates 30 theatres in the Fanchon and Marco-St. Louis Amusement Company Circuit, ordered a television theatre-type projector from RCA.

Ray Colvin, St. Louis, executive director, Theatre Equipment Dealers Association, conferred with theatre owners and operators of the Dallas and Houston, Tex., sections of Texas at Dallas, and spoke about the NPA regulations and their effects on constructing and equipping theatres.

In Centralia, Ill., pickets of the projectionists were operating in front of the Centralia Drive-In, owned by Homer S. and E. W. Butler.

In Salem, Ill., the Globe closed for the summer season but the Salem and Lyric are to remain open.

In Pittsfield, Ill., Roger L. Moyer, general manager, Armmentrout Circuit, with headquarters in Louisiana, Mo., has taken issue with a newspaper story in one of the St. Louis daily papers, that TV competition had allegedly reduced theatre attendance in the St. Louis area as much as 20 per cent, with total business off as much as 35 per cent.

In St. Francisville, Ill., Paul Tungate, manager, Kay, owned by Max L. Krut-singer, was married to Miss Patricia Joan Caldwell, daughter of Mr. and Mrs. Clyde Caldwell.

In Ottawa, Ill., the drive-in idea is being adopted by the 102-year-old Waltham Presbyterian Church. This summer, the church congregation will worship in automobiles, and listen to sermons and hymns and announcements via loudspeakers.

Harry Kahan, veteran head, Harry and Meyer Kahan Film Delivery Service, had a birthday party in the service's headquarters 24 hours in advance of his 57th birthday. . . . The Malden, Mo., Drive-In had its grand opening. Jim Ellis and H. Haskins are the owners. . . . Fred Boemer, manager, Tivoli, University City, Mo., and Tom Edwards, Jr., Farmington, Mo., have important committee posts for the big Kiwanis national gathering.

Out-of-town exhibitors seen along Film Row included: Tom Edwards and Frank Plumlee, Farmington, Mo.; Russell Armentrout, Louisiana, Mo.; Dean Davis, West Plains, Mo.; A. D. Magarian, East St. Louis, Ill.; Bill Powell, district manager, Midwest Drive-In Theatres; Mrs. Regina Steinberg, Madison, Ill.; Harry Miller, Festus, Mo.; Tom Bloomer, Belle-

ville, Ill.; Charles Weeks, Dexter, Mo.; Harry Blount, Potosi, Mo.; H. Leber, Pacific, Mo.; Bill Williams, Union, Mo.; John Rees, Wellsville, Mo.; Paul Stehman, Winchester, Ill.; Forrest Pirtle, Jerseyville, Ill.; Charles Beninati, Carlyle, Ill.; Joe Goldfarb, Upper Alton, Ill., and Gus Boemler, North Alton, Ill.

Harry Decker, Warner salesman, has been transferred to the Chicago territory.

Banks Hudson, MGM salesman, is scheduled to rejoin the navy in an important Washington, D. C., post. . . . F. J. Lee, branch manager, United Artists, presided at a sales meeting of UA salesmen. In attendance were Jack Kane, sales manager, St. Louis office; Herb Buschman, Homey Hiser, and "Chick" Scheufler, St. Louis, and Tony Fedesco, Memphis.

F. J. Lowe, owner, Star, Lebanon, Mo., recently purchased the Civic, Brookfield, Mo.

Mr. and Mrs. Charles Goldman, Clayton, Mo., announced the engagement of their daughter, Miss Judith Mary Goldman, to Sanford N. Singer, son of Mr. and Mrs. Haywood Singer, New York City. The bride-to-be's father is a St. Louis theatre owner.

Salt Lake City

Anthony Dexter and Patricia Medina were in, following three days in Denver and Boulder, Colo., to attend the opening of Columbia's "Valentino," Centre.

New at Baily Distributing Company is Miss Ruth Rosenberg, secretary, who replaces Miss Katie Inoway, called as a student teacher of French at the University of Utah. . . . Mrs. Elsie Burkinshaw is assistant cashier, MGM. . . . Graham Susman is the new salesman in Montana for Monogram. . . . Bill Mauro, Montana, replaces Dick Stafford, from Denver, for Warners.

The Utah cerebral palsy drive is underway, and the following advisory committee was set up: Sidney L. Cohen, Intermountain Theatres, chairman, and Don V. Tibbs, Monogram; Howard Pearson, The Deseret News; Robert Braby, manager, Gem and Empire; Rev. Martin Burke and Harold G. Miller; Dr. U. R. Breiner, Utah State Medical Association; Dr. Boyd D. Holbrook, Dr. James F. Bosma, Dr. Wallace A. Goates, Dr. Madison Thomas, Dr. E. Alan Bateman, and Wally Sandack, attorney. The permanent advisory committee, appointed as per title, includes Dr. Joseph F. Kesler, and Mrs. Charles L. Walker, State.

Again the Variety Club is readying the program for the school loan fund, started by the Motion Picture Club, which preceded Variety. However, a difference in administration has been inaugurated. Formerly the scholarship fund was made an outright gift to the recipient. However, at the request of the Gold Star Wives, it is now on a loan basis. Administration of this fund is partially controlled by this group, which believes that inasmuch as the child of a deceased veteran is assured an educa-

tion, the money provided by Variety should be used to help over rough spots not covered by government provision. It also recommends the return of the money to the fund in order to keep it rotating, and help more and more youths to take advantage of opportunities offered.

Charles Walker, branch manager, 20th Century-Fox accepted a position with Westates, Inc. Walker is succeeded by K. O. Lloyd, a former western sales representative for 20th-Fox. Westates, Inc., located at 351 South State Street, will buy and book for Montana, Fallo Motor Vu, Great Falls; Anaconda, Anaconda; Boseman, Boseman; Kalispell, Kalispell; Haver, Haver, and Glendive, Glendive; Idaho-Homedale, Homedale; Mountain Home, Mountain Home; Gooding, Gooding; Bista, Boise; Meridian, Boise; Motor Vu, Twin Falls, and Admiral, Twin Falls; Ozoner-Centre, Ontario; Nevada-Central, Ely; Ruth, Ruth, and McGill, McGill, and Utah-Admiral, Clearfield; Wendover, Wendover; a new house at Dugway Proving Grounds, out of Tooele, Called Fox Area, Motor Vu, Riverdale, and Pioneer Motor Vu, Provo. Officers of the new company are Joe English, Anaconda, owner, Washoe Amusement Company, and Boseman Theatres; Carl Anderson, Kalispell; Alvin C. Know, Service Theatre Supply Company, Salt Lake; S. L. Gillette, Theatre Candy Company, Charles L. Walker, and Clyde Blasius. Each theatre will retain its own name but will be operated by the new company. Associated Amusements Company, with Ralph Trathen as manager, which owns and operates its own theatres, will also use this new service for buying and booking.

San Antonio

A special showing of the 1951 soap box derby film, "Many Hands," is to be shown at the Josephine. Owner Tom Summers is contributing a free pass to the Josephine to each entrant in the 1951 Soap Box derby here, and season passes to eight youngsters competing in the finals. . . . Arthur Landsman, president, Statewide Drive-In Theatres, returned from an extensive tour.

Hal Curran has been appointed assistant manager, Uptown, succeeding Jack White, resigned. . . . Martha Marie Davis, secretary, Interstate Theatres main office, is to be married on June 22. . . . Leon Glasscock, Glasscock Theatre Circuit, reports business in his south Texas houses is improved.

Among the out-of-town visitors were: E. Flores owner, Rio, Mission, Tex., and house manager Mrs. Emma Gonzales; H. A. Daniels, Texas, Seguin, Tex.; Mr. and Mrs. Humberto Gonzales, Rex, Zapata, Tex.; Hiram Parks, Capitan, Lubbock, Tex.; Dave and Jake Lutzer, Dallas; Francisco Trevino Ideal, Pearsall, Tex.; T. L. Harville, Star, Orange Grove, Tex.; L. L. Lewis, Texas, Bishop, Tex., and Odem, Odem, Tex., and Dr. Clyde Vaught, Presidio, Tex.

Cortez Hamm, owner, Cactus Drive-In, Vernon, Tex., put on a teen ager benefit show recently. . . . A bicycle was pre-

sented Harry Lockwood, Tower, Bastrop, Tex., to the Boy Scout selling the largest amount of tickets to "The Fuller Brush Girl."

Charles M. Snyder, manager, Rialto, Denison, Tex., was critically injured when his car overturned. His wife was also seriously injured.

Harry Gould, manager, Palace, Fort Worth, Tex., returned following a recent stroke. He is taking things easy. . . . A special series of "Vodvil" revues is being presented at the Cowtown Drive-In, Fort Worth, Tex.

Phil Isley, Texas theatre circuit owner, Dallas, purchased the Riverside and Westerner Drive-In, Fort Worth, Tex. Gene Kenyon has been named manager. . . . G. H. Hall, Lavista, Sonora, Tex., is taking things easy under doctor's orders. . . . Frels Theatres, Inc., opened the Rice Drive-In, El Campo, Tex. It was built at a cost of about \$50,000. . . . The Royal Drive-In, Marlin, Tex., has reopened. . . . A. Morales, 67, Sierra Blanca, Tex., died in an El Paso, Tex., hospital. He was owner, Sierra Blanca. His son will continue to operate the house.

George L. Western has been named manager, Twin City Drive-In, Rosenberg, Tex., succeeding E. W. Grisham, resigned. . . . Two bandits recently robbed the Colonial Drive-In, Gladwater, Tex., and made off with \$151, according to Bill Morrow, manager. . . . New booth equipment has been recently installed at the Plains, Cross Plains, Tex.

San Francisco

Jack Stevenson, salesman, Paramount, was in New York enjoying a one-week vacation.

M. Spencer Leve, northern division manager, Fox West Coast, appointed Fay Reeder to San Francisco and Reno, Nev., district manager. Reeder will hold this spot in addition to his present position as advertising and publicity director. Herman Kersken, whom Reeder replaces, has been named manager, Fox, and A. R. Hansen, former Fox manager, will take over as assistant manager, replacing James Hickenbottom, who goes to the Noe as temporary student manager relieving John Bach, on sick leave. Other changes made by Leve are Joseph Akzam, formerly assistant manager, Parkside, appointed temporary student manager, United Nations, replacing Arthur Kloth; Andrew Chantlas, promoted from assistant, Hanlon, Vallejo, Cal., to manager, Marval, replacing Tom Piepenbrok, resigned, and Louis Andermahr, assistant, Stanford, Palo Alto, Cal., named student manager, Broadway, Burlingame, Cal., taking over the duties of Sebastian Squatrito, who went to Redwood City, Cal., to manage the Redwood, replacing Thomas Kuykendall transferred to the local Midtown.

Returning to his San Francisco office was Columbia's branch manager, L. E. Tillman, who spent a few days in Los Angeles conferring with general sales manager Abe Montague. . . . Max Bur-

cutt, Warners' field representative, returned from Salt Lake City, and Ted Galantar, MGM publicist, is back after his first business trip to Hawaii. . . . M. P. Harwood, Warners' auditor from New York, wound up his audit. . . . Dore Schary was in, and top executives from theatres and exchanges turned out to hear him speak at the Variety Club luncheon. Later, he was guest speaker at the San Francisco Press and Union League Club, where north coast district manager Graham Kislingbury was his host. . . . Pat Winchell has been hired by MGM to act as general relief girl. . . . Edward G. Maley and his associate, Harry Long, sent out invitations to 200 top officers of the armed forces in addition to leaders in the city's social and business life; city, state, and county officials, and members of the press, radio, and TV editorial staffs, inviting them to be guests of the Downtown on the opening night of "The Square Needle." . . . New faces at National Screen Service are Gilbert Wilson, Joseph Gerger, James Hewitt, Manuel Melgarejo, Jack Hagler, William Tom, and Bill Daniel. . . . At Warners, Flora Mensing and Nancy Ansbrosio resigned. This gave Sheila Katz, former telephone operator, the opportunity for promotion to assistant biller, and Agnes Harrington stepped up to biller. Two new employees at Warners are telephone operator Jeannette Napolitano, formerly with Paramount, Detroit, and Mrs. Beatrice Lem, assistant booking clerk, formerly with ELC. . . . United Artists district manager James Veldé was scheduled for a three-day sales conference. . . . Ben Fish has been conferring with United Artists officials on "Circle of Danger." . . . Frank Vale, Pathe newsman, returned from a New York trip in his new Oldsmobile. . . . In a gesture to all mothers over 60, Fox West Coast and North Coast Theatres admitted them free on Mother's Day. . . . Norman Dorn, San Francisco Theatres, Inc., has been busy with previews on "Kon-Tiki."

A spectacular world premiere has been set by RKO for "Hard, Fast, and Beautiful" at the Golden Gate on May 23. Seventy-five film stars and major press correspondents will be taken to the Bay City by the studio. Tony Martin will act as master of ceremonies.

Seattle

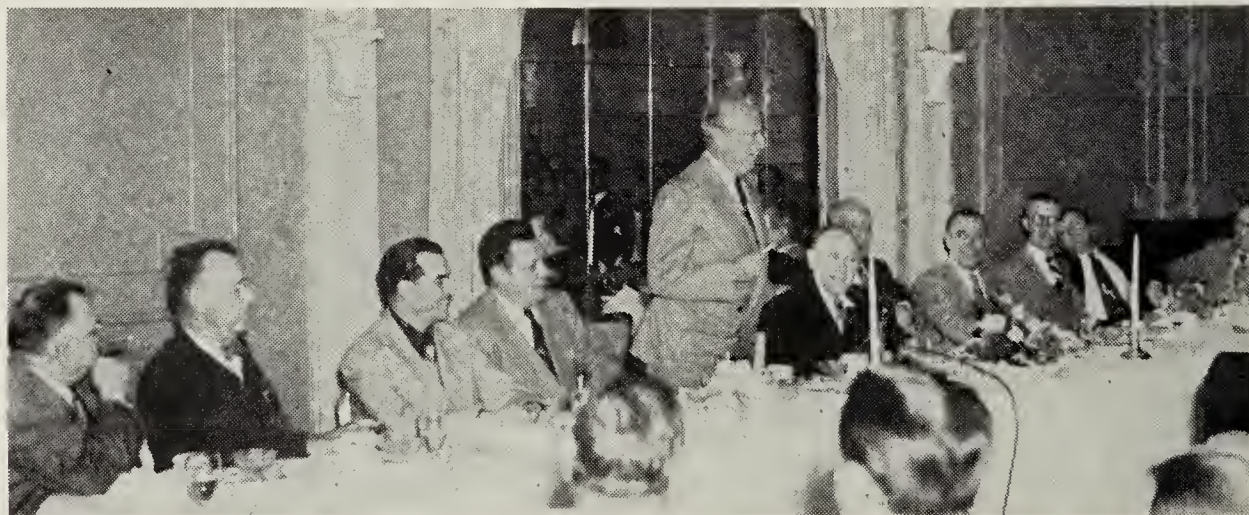
Larry Pulis, 35, Eastern Washington salesman for Paramount, died in a Spokane, Wash., hospital after a long illness. He was granted a year's leave of absence several weeks ago. Pulis was transferred here from California in 1946. Four years ago, he married Jean Smith, then secretary to Herbert Kaufman, Seattle branch manager, since succeeded by Henry Haustein. Dave Dunkle has succeeded Pulis in the Eastern Washington territory.

Chilton Robinett, who resigned as 20th Century-Fox branch manager, bought an interest in the three theatres on Willapa Harbor, Wash., operated by Ed Johnson and Dwight Spracher. He will live in Raymond, Wash., and will manage the three theatres, the Raymond and Tokay, Raymond, and the Harbor, South Bend, Wash. He and Mrs. Robinett were honor guests at many parties, among them a buffet dinner hosted by Harry and Celia Blatt.

Henry Fletcher, Olympic, Forks, Wash., was killed in a motor accident. He was driving his truck on the way home from Seattle, where he had picked up his film, when the axle of his truck broke and it was thrown off the highway.

N. P. "Red" Jacobs, owner, Favotire Films, was here from San Francisco for a conference with Lloyd Lamb, Northwest partner. . . . Lita Richards joined 20th Century-Fox as receptionist. . . . A. J. Sullivan, United Artists branch manager, returned from a meeting in Chicago. . . . Buck Seale, Eastern Washington salesman for Columbia, was here from Spokane, Wash. . . . Walter Compton, RKO exploitation representative, was here from the studio setting up the campaign for "Kon-Tiki," Music Box.

State Northwest exhibitors on The Row included: Bud Barnett and Bing Fournier, Grayland; Funior and Dorothy Mercy, Yakima; Vance Weskil, Colfax and Pullman; Corbin Ball, Ephrata; George Borden, Jr., Blaine; Al Fernandez, Clallam Bay; Ed Johnson, Spokane; Ernie Thompson, Port Townsend; George Blair, Port Orchard, and Keith Beckwith, North Bend.



Jesse L. Lasky, associate producer of MGM's "The Great Caruso," was an honored guest at the recent Variety Club luncheon in St. Louis, and is shown above as he addressed the group. Seated at the head table, from left, are: Tommy James, A. H. Baum, Tom Edwards, John Meinardi, Lou Ansell, M. J. Cullen, Herb Bennin, James Arthur, and Joe Ansell. The producer's remarks were received with plenty of interest.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Nat Wolf, Warners, Cleveland, visited. . . . Milton Gurian, Lippert branch manager, attended a meeting in Chicago. . . . Al W. Daff, U-I vice-president in charge of foreign sales, and F. J. A. McCarthy, southern and Canadian sales manager, visited.

A. J. Platt, regional salesman, Victor division, RCA, Camden, N. J., was in. . . . Rubin Shor, secretary-treasurer, West Virginia Theatre Managers' Association, attended the National Allied board meeting in Kansas City. . . . Ray Johnston, Hollywood, conferred at the Monogram office.

Truly Francis, Eastern Kentucky Trucking Company, made a trucking survey. . . . Midwest Theatre Supply Company, Inc., furnished equipment for a new drive-in at Springfield, Tenn., operated by Charles Bowles. . . . Rufus Blair, Paramount publicity department, was here to set up publicity for "Ace in the Hole."

Lee L. Goldberg, owner, Realart, and Mrs. Goldberg visited with Joe Bolm, Realart Indiana manager, in Indianapolis, and then spent a week's vacation at Martinsburg, Ind. . . . P. K. Wessel, States Film Service treasurer, attended a meeting of National Film Service in New York City.

Charlotte Roskops, Columbia booker's stenographer, who suffered a fractured hip, returned from a hospital, and hopes to be back in a few weeks. . . . Thelma Osborne replaced Marge Muething, RKO cashier's department. . . . Mildred Willmer is a new secretary at Manley, Inc. . . . Dolores Henshaw, 20th-Fox inspectress, was on vacation. . . . Jean Slett, RKO booker's stenographer, is on leave of absence.

Mrs. Rachel Schechter, 86, mother of Noah Schechter, manager, Cox, and the father of William Bien, National Screen district manager, died.

Visitors included: Vernon Berg, Yellow Springs, O.; Moe Potasky and Carl Pfister, Troy, O.; Bill Settos, Springfield, O.; Frank Yassanoff and Jack Needham, Columbus, O.; John Holakan, Bill Keyes, and E. A. Babalas, Dayton, O.; George Turlukas, Hamilton, O.; Ralph Patten, Mount Orab, O.; Jerry Jackson, Williamsburg, W. Va.; Harold Moore and Frank Mandros, Charleston, W. Va.; Julian Silberstein, Huntington, W. Va., and F. Woodrow Thomas, Oak Hill, W. Va.



Matt Cvetic, former F.B.I. undercover agent, speaks to a television forum on WXYZ-TV during his recent Detroit visit on behalf of the Palms' engagement of WB's "I Was a Communist for the F.B.I."

Cleveland

Theatres in the Greater Cleveland area unanimously agree that boxoffice grosses are the lowest in history. The result is widespread talk of curtailing operations during the summer. Already six theatres have reduced their playing time to weekends, the Ambassador, Commodore, Memphis, Ritz, Milo, and Union.

Harry Rafka, manager, Lower Mall, welcomed a third son to his family circle. . . . Barbara Ann Charnas, daughter of Nat Charnas, who owns theatres in Toledo, O., announced her engagement to Alvin Arsham, son of Mr. and Mrs. Nathan Arsham, Cleveland. The bride-to-be attended Connecticut College for two years, and is currently completing her junior year at Flora Stone Mather College, Western Reserve University. The future groom is a graduate of WRU.

A mind reader will be presented as an added attraction at the Fairview, Shore, and Hilliard Square. . . . Lawrence Black is planning to keep his Skyview Drive-In, East Liverpool, O., running on a year round basis. To prepare for cold weather operation, he has installed 400 "Little Inferno" individual heaters manufactured by Theatrecraft Manufacturing Corporation. . . . Carol Puciato, Realart, was in. . . . Joel Golden, former ELC salesman, joined the Warner Theatres'

booking department in Pittsburgh. . . . Justin Spiegle, another former ELC salesman, is now handling "Uncle Tom's Cabin."

Selwyn "Sully" Ginsler, United Artists, was transferred to Buffalo, succeeded here by Manny Youngerman, who returned to New York when UA took over ELC.

Hazel Mack, National Screen Service, and her mother, Mrs. Katherine Mack, United Artist inspectress, visited Holland, Mich., for the annual tulip festival. . . . Leo Jones, owner, Carey, Carey, O., notified exchanges that his Carey had been damaged by fire of unknown origin, and was closed. . . . Anthony Newman, recently arrived from Venezuela, has been named assistant manager, Lower Mall. He succeeds Shelley Silverman, who returned to his previous job as manager, East Lake Drive-In.

The mother-in-law of Leo T. Jones, owner, Star, Upper Sandusky, O., died. . . . David Sandler, president, Theatrecraft Manufacturing Corporation, was in Atlanta to close a deal with the Dixie Drive Theatre Company for Mobiltone in-car speakers for the Charlotte Drive-In. Sandler also sold contracts for his new type in-car speaker, which can be installed to replace any present hanger device.

E. J. Stutz is negotiating to sell his interest in Realart to his associate, Jerome Lamm. Stutz wants to spend his time on the distribution of the foreign pictures for which he has franchises.

Manny Stutz is filling the benches at the Circle on Saturday nights with presentation of a one-hour colored revue. . . . "Fourteen Hours" won the unanimous vote of the Cleveland Critics Circle as the best picture shown in downtown theatres during April.

The critics raved about "Romeo and Juliet," the MGM 1936 classic feature co-starring Norma Shearer and Leslie Howard.



Piper Laurie, starred in U-I's "Francis Goes to the Races," recently hosted some of the nation's top sports writers at a special screening at the Brown, Louisville, Ky., while the writers were in Louisville to cover the Kentucky Derby. From left are Everett Clay, racing official; Bob Kelley, New York Racing Association; Red Smith, The New York Herald-Tribune; John Carmichael, The Chicago Daily News; John Daley, The New York Times; Miss Laurie, Francis Stamm, The Washington Post; Marshall Smith, Life magazine photographer, and Jim Roach, of The New York Times.

Warners had a big TV promotion campaign on "Follow the Sun" for its engagement at the Allen. Through a tie-up with WXEL, the picture got a three-minute plug every day for seven days in a daily 11 p.m. sports program. For the best letters on "My Greatest Sports Thrill," three sets of McGregor golf sets were awarded as prizes. The promotion cost the theatre nothing. WXEL donated the time, and the prizes were promoted by J. Knox Strachan.

Rudy Norton, Kenton, O., exhibitor, who used to be a regular Film Row visitor, was in. . . . Manny Glick, 20th-Fox salesman, who was in a recent automobile accident, is around again.

J. Knox Strachan, Warner Theatres' publicity director, left to spend two weeks in St. Petersburg, Fla. His wife has been there several months visiting her father.

M. B. Horwitz, Washington Circuit, went from Philadelphia, where he attended the Variety Clubs' convention, to New York to attend the A. W. Schwalberg testimonial dinner.

The Ohio premiere of Allied Artists' "I Was An American Spy" is set for June 8 at Warner's Hipp, with slated bookings including the Warner, Canton; Warner, Akron; Rivoli, Toledo; Quilan, Lima; Robins, Warren; Marion, Marion, and Morrison, Alliance.

Detroit

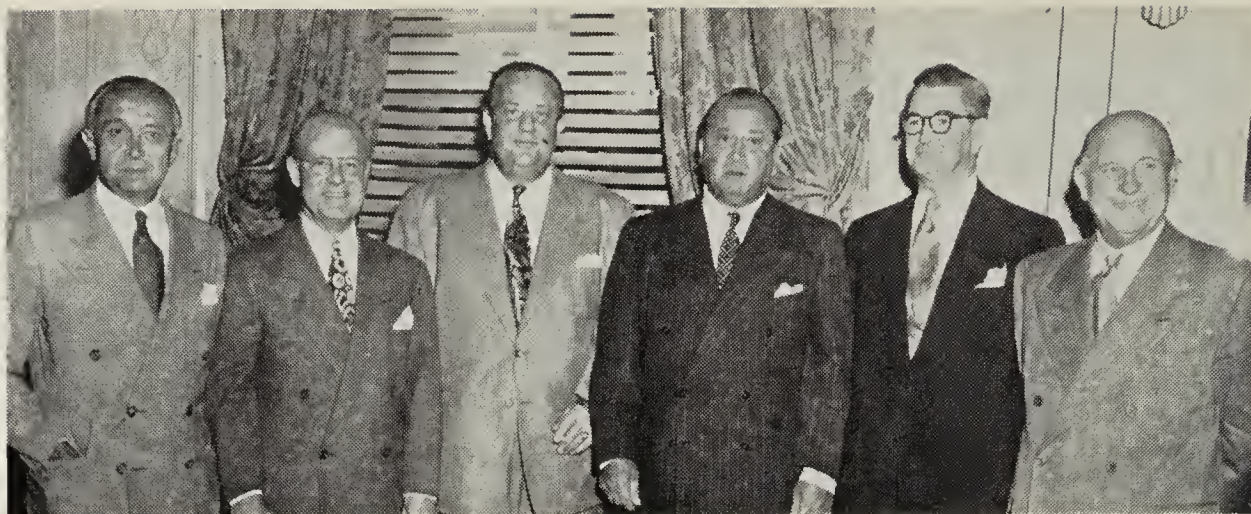
Morris E. Lefko, eastern central district manager, RKO, is one of the judges in the "What is 'The Thing'" contest presented by RKO in cooperation with The Detroit Free Press.

United Detroit Theatres has taken over two new houses on a temporary basis, resulting in some widespread personnel shifts. The new theatres are the Alger and the Regent. Ben Johnson was chosen to manage the Alger. He has been at the Michigan. Aldo Schilling, Michigan service department was named assistant manager to replace Don Schilling, who became assistant, Ramona. He replaced Edmond Faudman, who left to open a beer store. Marie Olcese, at the Michigan since it opened 24 years ago, was named assistant manager, Fisher. Thomas Byerle was taken out of the booking department to replace Howard C. Holah as manager, Birmingham. Holah is on leave of absence following illness. Byerle's old spot in booking has been filled by Bob Jones, brought to Detroit from MGM, St. Louis.

Rufus Blair, Paramount publicity department, arrives from the west coast to plug "Ace in the Hole."

Local first-runs suffered a heavy loss, and, according to latest reports, will continue to suffer heavy losses unless the city transportation strike ends soon.

Floyd Chrysler, salesman, MGM, is taking over all booking for the Cassidy Circuit, Midland, Mich. . . . Joseph Busic,



MGM's six field sales managers pose together for the first time since John S. Allen, new southwestern sales manager, recently joined the group, and shown, from left, are Rudy S. Berger, southern sales manager, with headquarters in Washington, D. C.; John J. Maloney, central sales manager, Pittsburgh; Burtus Bishop, Jr., midwestern sales manager, Chicago; John P. Byrne, eastern sales manager, New York City; Allen, Dallas, and George A. Hickey, the company's western sales head, Los Angeles.

formerly with the Boshoven Circuit, joined the Columbia sales staff. . . . Leonard Weintraub, Columbia salesman, resigned to go into business in New York.

Indianapolis

The Associated Theatre Owners of Indiana announced the complete agenda of their session at French Lick Springs Hotel beginning on May 21. In addition to a director's meeting and business session, there will be a banquet tonight (May 23), at which new RKO star Margaret Sheridan will be honored guest. Other activities included golf, soft ball, gin rummy tournament, etc.

Logansport State Hospital patients physically unable to attend the movies shown regularly in the Longcliff assembly hall each week hereafter will have entertainment in their wards, according to Dr. John Larson, superintendent.

A series of monthly news reels, depicting world events, will be offered free to every junior and high school pupil in Indiana next fall as a public service of The Indianapolis News and The Indianapolis Star. Known as the News Magazine of the Screen, the 16mm. films will be a timely and informative presenta-



Among those present recently at a testimonial dinner tendered Springfield, O., circuit owner Phil Chakeres in the Netherland Plaza Hotel by Tent 3, Variety Club, in honor of Chakeres' Look magazine award as "Showman Of The Year," were, left to right, Chakeres; John Kalafat, Cleveland exhibitor; Mayor Alfred Cash, and Kroger Babb, Hallmark head.

tion of the world news and events. The films will be distributed by the audio-visual center, Indiana University, in cooperation with the Indiana State Department of Public Instruction.

Alex Kalafat, Garrett, Ind., exhibitor, opened his Garrett Drive-In.

Harvey Cocks, Jr., son of Harvey Cocks, Quimby Theatres, Fort Wayne, Ind., a Broadway actor, advised his father he expects to go overseas at any time. He will entertain aboard ship and also in the European Theatres. . . . Ben Fulrel, son of Mrs. Kenneth Sink, Grand and Miami, Union City, Ind., has been chosen delegate to the international Rotary convention at Atlantic City. He is president, Union City Rotary Club.

Manager Bernard Brager, Republic, visited Fort Wayne and arranged for "Fighting Coast Guard" and "Bull-fighter and the Lady" to be shown at Quimby Theatres. . . . William Carroll, executive secretary, Allied Theatre Operators of Indiana, Inc., and Trueman T. Rembusch, Allied president, attended the Allied board meeting in Kansas City.

The Vogue, Elwood, Ind., Rembusch, purchased 400 International RCA chairs from Mid-West Theatre Supply. . . . Al Borkenstein, Wells, Fort Wayne, Ind., is busy building a new boat house at his Lake Wawasee summer home. . . . The Wayne, Fort Wayne, Ind., Mallers Circuit, has a new marquee. . . . John Schwin, Wigton, LaGrange, Ind., is planning his annual party for film executives and salesmen on June 19.

Wayne Goodwin, Butler, Butler, Ind., is recuperating following influenza. . . . James Ehringer, Albion, Albion, Ind., has taken up residence at Fort Wayne, Ind. . . . Kenneth Law, Cozy, Argos, Ind., is growing a beard for the centennial celebration.

Exhibitors on Film Row were: Harry Van Noy, Van Noy, Middletown, Ind.; John Austin, Austin, Versailles, Ind.; Ton Goodman, Dream, Corydon, Ind.; Alex Kalafat, Tri-Hi Drive-In, Garret, Ind.; Nick Paikos, Diana, Tipton, Ind.; William T. Studebaker, Logan, Logans-

port, Ind., and Floyd Morrow, drive-ins, Shively, Ky.

New equipment in Indiana houses includes the Palace, Clinton, Ind., R. F. Sherer, Peerless Magnarc lamps and Walker PM high intensity screen; Royal, Brownstown, Ind., Simplex XL sound heads and sound modernization, and A. McCarty, Roxy, Pendleton, Ind., Peerless Magnarc lamps, National 404 rectifiers, Walker high intensity screen, Kollmorgan Snaplite lenses, and Altec Lansing "Voice of the Theatre" speaker system. National 2XL ticket control system was installed at the Grand, New Albany, Ind., while the Clyde, Fort Wayne, Ind., was equipped with Simplex XL sound, Simplex XL mechanisms, Simplex XL magazines, National Exelite 904 lamps, Hertner Transverter, Super Snaplite lenses, Walker high intensity screen, Aluminex frames, and National 2XL automatic ticket control system.

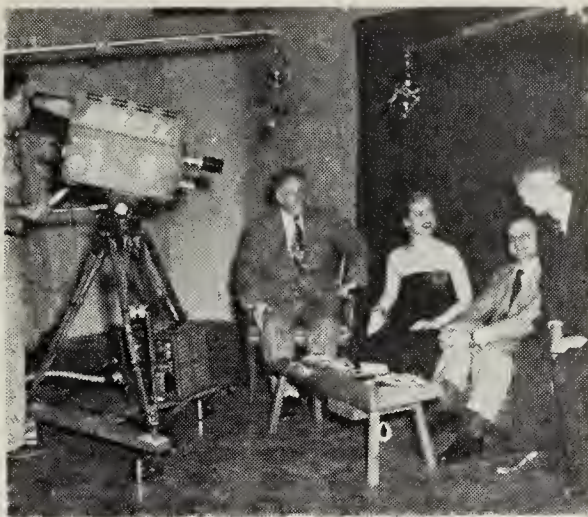
Pittsburgh

Rosemary Nath, billing department, National Screen Service, left to concentrate as a housewife. Edith Cooper takes over. . . . Andrew Simonik is now managing WB's Virginia, Fairmount, W. Va., succeeding Tony Ghiardi, resigned. Simonik was promoted from his recent post as assistant manager, Sharon, Pa. . . . David Kephart, who started as office boy in the Warner Theatres zone office, and worked up to the publicity department, resigned to go with a printing concern.

Eileen Johns, U-I, left to join a jewelry company. . . . Ken Lund, Temple, Alliquippa, Pa., spent \$4000 installing new seats only to have children cut them. Authorities state penalties will be meted out to those caught.

Anthony Askounes, Grand, Monessen, Pa., showed he was right on the spot when he saw smoke coming up from a ventilation pipe in the rear of the house. Quick action in calling the fire department resulted in only minor damage. . . . Vernon E. Work, manager, Iris, Cochran, Pa., is the proud father of a son, Kenneth LeRoy. . . . Joseph Zoeck is the new owner, American, Vestaburg, Pa., purchased from C. W. Dickenson, Brownsville, Pa., exhibitor. Zoeck also runs a bowling alley and fruit market in Vestaburg. . . . Frank Rachiele, brother of Harry Rachiele, Sharpsburg, Pa., exhibitor, passed on. He had been a projectionist in the early days of motion pictures, but had to retire when he lost his sight 18 years ago. . . . Anthony Latella closed the Temple, Springdale, Pa., keeping the Miami open. The Carol, Broughton, Pa., near the entrance to South Park, has been sold, and will be turned into a store. Russell Olnhasen was the former owner.

Drive-ins in the Greater Pittsburgh area haven't had one decent weekend so far as the weather man is concerned. . . . Fred Herrington, secretary, Allied Theatre Owners of Western Pennsylvania, was presented with a 50-year pin in special Masonic ceremonies. . . . Marie Isler is the second ELC former employee



Nate Wise, manager, RKO Albee, Cincinnati, recently arranged a TV program plugging Paramount's "Appointment With Danger" a half hour before the picture had its premiere at his theatre. Participating were, left to right, J. P. Nolan, postal inspector, Cincinnati division; Barbara Bancroft, mistress of ceremonies; Hal Marshall, Paramount fieldman, and mail inspector W. Ferrell.

to find employment in RKO. ELC's Jack Weltner switched to United Artists in the same capacity as a booker. Helen Garlitz, ELC former employee, joined the Associated Drive-In Theatres office as a bookkeeper.

June 12 has been set as the date for the Harry Feinstein testimonial dinner in the Urban Room, William Penn Hotel. John Walsh, Abe Weiner, and Wally Allen, who handled the Peter Dana dinner, have been named to do the same for Feinstein. Henry Berger will also assist.

Wahneta Gardner, Metro booker, announced her engagement to Walter W. Walters. . . . The Waynesburg, Pa., council had planned a 10 per cent amusement tax but the protests were long and loud so it cut it to five per cent. . . . Mrs. Perry Nathan, wife of the National Screen Service manager, returned after a visit to her home in Colorado Springs, Colo.

State visitors included: Theodore Grance, Everett; Bud Rosenberg, Rialto; David Hadburg, Hazelwood; Guy Ida, Grand, MacDonald; Harry Myers, YMCA, Wilmerding; Bert Redfoot, Arcadia, Winbur; Sam Gould, Arcadia,



In Canton, O., U-I district manager Dick Wright, right, is pictured as he recently presented a \$250 savings bond to manager Irwin Solomon, Ohio, Canton, O., for the best campaign in a circuit manager's showmanship awards competition for U-I's new comedy, "The Milkman."

Pittsburgh; Ernest Lieberman, Smith's, Barnesboro; Vic Notopolous, Altoona; Louis Ponsetta, Strand, Apollo; Andrew Biordi, Majestic, Elwood City; Howard Benson, Dependable Drive-In, Coraopolis; William Wheat, Sewickley and Coraopolis, and Warner Lund, Lund, Carmichaels.

Phyllis Schipani is Joe Feldman's new secretary. He is assistant zone head for Warner Circuit.

A membership meeting and buffet dinner was held at the Variety Club to discuss the charity efforts of the club. A report of the convention in Philadelphia was given, and the tent pledged the amount of \$200,000 as a quota for the charity fund. Part of this is expected to be raised with a marathon television show on June 3 from 10 p.m. over WDTV. Ed Sullivan and other network personalities are expected to appear. A boxing match with Ezzard Charles, and a football game are other promotions.

Fred Beedle was forced to cancel his trip to the National Allied board meeting in Kansas City.

Kentucky Louisville

The formal opening of the Family Drive-In, built near Charlestown, Ind., for coowners Les Grewell and Fred Belcher, was held. Complete equipment, including Motiograph projectors, Strong Mogul lamps, Motiograph sound system, with Motiograph in-car speakers and junction boxes were supplied by Falls City Theatre Equipment Company, under the supervision of W. E. Carrell.

Irvin W. Allen, who formerly handled the managership of the East Drive-In, Shelbyville Road, St. Matthews, Ky., was recently appointed manager, Bard, owned and operated by Premier Theatres, Evansville, Ind. Irvin replaces Richard Piccola.

Out-of-town exhibitors seen included: John Weddle, Kentuckian, Liberty, Ky.; George Peyton, Griffith, LaGrange, Ky.; Willard Wilderick, New Washington, New Washington, Ind.; A. N. Miles, Eminence, Eminence, Ky.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Bob Enoch, State and Grand, Elizabethtown, Ky.; George Jaeggars, Majestic, Seymour, Ind.; Lewis Baker, Star, West Point, Ky., and C. K. Arnold, Arco and Melody, Bardstown, Ky.

C. B. Wells, Jr., Falls City Theatre Equipment Company, and his bowling partner, won the doubles championship of Kentucky in Newport and Covington, Ky.

C. K. "Buddy" Arnold, executive director, Arco and Melody, Bardstown, Ky., turned his Arco over to the Kiwanis Club recently for the annual minstrel show.

E. L. Ornstein, E. L. Ornstein Theatres, turned over his Rialto, Marengo,



In New York City, N. Peter Rathvon, head, Motion Picture Capital Corporation, which financed the Technicolor musical, "Happy Go Lovely," and RKO President Ned E. Depinet, right, are pictured as they recently completed an agreement whereby RKO will distribute the British-made musical in this country.

Ind., to the Marengo High School for the annual graduation exercises. A complete renovation is scheduled for the Rialto.

The grand jury declined to indict James D. Carnes, 24, manager, Shawnee, on a conversion charge. Police had sought to link Carnes to a holdup of the theatre by two other men.

A gunman took a reported \$80 in a boxoffice holdup at the Ideal. Joseph M. Reiss, manager, told police he was in the booth when the bandit demanded the money.

Ohio Columbus

Safety Director Donald D. Cook said that his department will not grant permission to anyone to operate a "Bingo" game in Columbus "until we get a final ruling on what constitutes a 'Bingo' charity."

Frank E. Tibbitts, lobby artist, Loew's Ohio, died suddenly following a heart attack. . . . The Dispatch cooking school was held at RKO Palace. . . . Senate Bill 258, limiting to three per cent the admission tax that Ohio municipalities may levy, was passed 22-11 after a first test failed to get the required 17 votes. The measure, which went to the House of Representatives, was vigorously supported by the Independent Theatre Owners of Ohio. P. J. Wood, ITCO secretary, said that all Ohio exhibitors, whether subject to a city tax or not, should thank those Senators who voted for the measure, and urge their House representatives to vote for it.

Sixteen hundred members of the Schoolboy Patrol were guests of the Automobile Club at a cartoon show held



at Loew's Broad. . . . Sidney Franklin, Metro, flew here to purchase the lion, Fearless Fagan, which had been quartered at Columbus Zoo. The lion will appear in MGM pictures.

Dayton

Keith's batted 1000 per cent when it planted the Sigmund Spaeth "Valentino" record, which Columbia is distributing, in every school, public, and parochial, in Montgomery County. Total number of schools playing the disc was 109, and typical of the results is that one rural teacher brought 45 pupils into town to see "Valentino."

Wilmington

Clarence and Helen Jensen, newlyweds, Selma, Cal., spent their honeymoon enroute here to join Hallmark Productions as a unit team. Jensen is a former California manager.

Tony Whitehouse, newly appointed foreign sales manager for Hallmark, planed to London. He will guide distribution in Europe, Asia, and Africa from his London office.

Kroger Babb, Hallmark head, was in attendance at the recent Variety Clubs International convention which was held in Philadelphia.

Pennsylvania Clearfield

Howard Thompson, head, Mid-States Circuit, is at the hospital following severe hemorrhages. The circuit closed its Sykes, Sykesville, Pa., for the summer. . . . Tony Colose, Roxy, closed his bowling alleys.

Houtzdale

George Sherkel, one of the former owners of the Sherkel, passed on in Phillipsburg, Pa., following a long illness. His brother manages the only house here for Mid-States Circuit.

Somerset

Frank A. Orban, Jr., Savoy, Hooversville, Pa., and Shade, Cairnbrook, Pa., also district attorney for Somerset County, finished a crime investigation of his own with the result that all the "one-arm bandits" had disappeared. . . . Charles Blatt, Blatt Circuit, who resides here, finished a tour of the circuit's theatres in Western Pennsylvania.

West Virginia Charleston

Justin Herman, producer of Paramount "Pacemaker" shorts, was in filming a short tentatively titled "Sadie Hawkins Day." Al Capp, originator of Sadie Hawkins Day, will narrate the short, shot with the assistance of the students of Morris Harvey College.

Wellsburg

Joseph M. Raad announced the acquisition of a controlling interest in 15



Oscar Morgan, center, general sales manager, short subjects and Paramount News, and Justin Herman, right, producer, Paramount "Pacemaker" shorts series, in New York City, accept an award from Crayson Kirk, acting president, Columbia University, and board member, Freedom Foundations, Inc. The award was from Freedom Foundations for Paramount's "Young Doctor Sam."



Percy Kilbride, co-starred in U-I's "Ma and Pa Kettle Back on the Farm," arrives in New York City to take part in the stage show in connection with the recent New York City bow of the film.



Farley Granger and Shelley Winters, co-starred in RKO's forthcoming "Behave Yourself," are pictured on their recent arrival in New York City from the coast.

theatres in the state, to be formed into the JUR Circuit, with headquarters here. The houses, acquired from the southern division of the Alpine Circuit, headed by Albert Urling, are: Alpine, Ripley; Alpine, Ravenswood; Alpine, Gassaway; Alpine, Sutton; Alpine and Trail, East Rainelle; Alpine, Hundred; Alpine, Elkdale; Labelle, South Charleston; Victory, Spring Hill; Alpine and Star, Wellsburg; Cowen, Cowen; Boone, Whitesville, and Auditorium, Richmond.

NEWS OF THE

Territory

Boston
Crosstown

The New England premiere of Allied Artists' "I Was An American Spy" is set for the Paramount and Fenway on May 30. Simultaneously, the film will have extensive bookings through the New England Theatres Circuit.

Area Variety Club members who returned from the Philadelphia convention voted it one of the best in the organization's history.

Irving Dunn, Granite Square, Manchester, N. H., reduced his house schedule to Friday, Saturday, and Sunday. The new policy will eliminate the Friday matinee, and a new bill will be shown on Sundays.

Plenty of hoopla surrounded the opening of E. M. Loew's newest and largest ozoner, the 1,600-car West Boylston, Mass., situation recently. With music furnished by the Worcester, Mass., American Legion Post 5 Bugle and Drum Corps, the ribbon cutting ceremony was officiated over by Lieutenant Governor Jeff Sullivan, Worcester's Mayor Andrew Holstrom, and city manager Francis McGrath. Present at the ceremony were Tom Griffing and Larry Lasky, construction company toppers; Ray Canavan, Loew's district manager; Bruce Winegarten, temporary manager; Abe Yachin, Boston insurance executive, and the brothers E. M., Philip, Max, Morris, and Isaac Loew. Office personnel who trekked to the premiere were: Frank Wolf, Phil Berla, Sumner Myerson, Larry Wallace, Richard Owens, George Landers, Max Finn, Rita Johnson, Helene Thibault, Bernice Goldstein, and Sybil Brown. Suppliers present were Martin Tagerman, Hoods; Sam Horenstein, Manley; Bill Riseman and Paul Mullins, Pizza Company of America, and Kenneth Douglas, Capitol Theatre Supply.

Ray Feeley, Independent Exhibitors and Frank Lydon, Allied, have been spending much time in New Hampshire lining up opposition to the proposed 10 percent state tax and the one-cent tax on each five-cent bottle of drinks. Hearings were being held before the Ways and Means Committee, and if contemplated taxes are put into effect they will deliver another body blow to the industry. Watchdogs Feeley and Lydon also hopped to Montpelier, Vt., to aid in the fight against a straight 10 per cent admission tax.

Sam Pinanski was chairman of the reception committee which greeted Israel's Prime Minister David Ben-Gurion during his recent visit. Aiding him were Paul Levi, ATC publicity chief; Phil Engel, 20th-Fox field man, and "Red" King, RKO Theatres ballyhooist. Larry Lasky was general chairman of the



A. W. Smith, Jr., then vice-president-general manager, 20th Century-Fox, recently held an area meeting in Boston, and in attendance were district managers Edward X. Callahan, Boston, and Martin Moskovitz, New York, and branch managers James M. Connolly, Boston; Charles Kosco, Buffalo; Sam Diamond, Philadelphia; Ben Simon, New Haven; Dan Houlihan, Albany, and G. Norris Washington. Also on hand were Abe Dickstein, Lem Jones, and Roger Ferri, home office, and salesmen Edward X. Callahan, Jr., Stanley Young, John Peckos, John Feloney, Nat Rosen, and Sam Berg, and publicist Phil Engel.

meeting held at Boston Garden, where the Prime Minister delivered an address.

The Mystic, Malden, Mass., eliminated matinees during the week, and substituted "early bird shows," starting at 6:51 p.m. Matinees will be held on Fridays and Saturdays.

Norman German, projectionist, Midway Drive-In, Ascutney, Vt., died recently as the result of burns inflicted by the explosion of gas stove in his trailer. An overnight guest, Leighton Godfrey, projectionist, Bradford, Vt., was also severely injured, but is recovering. . . . Macauley Post held a penny sale at the headquarters.

Eliminations announced last fortnight by the Bureau of Sunday Censorship include the following: "Angelo," parts 1 to 10. (Deletions: English captions and accompanying Italian dialogue, "Made in France . . . made in Germany . . . made in Italy!"; Italian dialogue, "He is a bastard—"; Italian dialogue, "—of a bastard"; in part 3. English captions and accompanying Italian dialogue, ". . . the boy's a present from his wife."; English captions and accompanying Italian dialogue, "Born a cuckold, die rich.", in part 4). Scalera; "Broken Promises (Egyptian), parts 1 to 14. (See "Chader and Azab") (Deletions: English captions and accompanying Egyptian dialogue, "Why did you do it?", in part 3; "Say you slept at your girl friend's house.", in part 3; "She vacated Adel's room.", in part 5. Eliminate scene showing Adel carrying Wafa to his room, in part 13). Albert Rashid; "Fighting Coast Guard," parts 1 to 9. (Deletions: Dialogue, "That's a scented bag.", in part 5). Republic; "Million Dollar Pursuit," parts 1 to 6. (Deletions: Dialogue, "A chicken? At your age?", in part 4). Republic; "Primo" (Egyptian), parts 1 to 11. (See—"The Winning Ticket"). Deletions: English caption, "I'd like to sleep in the kitchen.", in part 5. Eliminate

Daytz Theatre Enterprises
Opens Boston Offices

BOSTON—The newly formed Daytz Theatre Enterprise Corporation has taken rooms 703-704 in the Metropolitan building, 260 Tremont Street, for headquarters. The new setup has Al Daytz, president; Mickey Daytz, treasurer, and Jerry Crowley, head booker, with Molly Daytz resigning her Washington job to take over as receptionist and secretary to her brothers. The corporation will take over buying and booking for 18 houses of the Lockwood-Gordon Circuit, six Connecticut theatres owned by Lockwood-Gordon-Rosen; five Hartford Theatre Operating Company situations; Southington and Windsor Locks, Conn., theatres, operated by Gus Schaefer and Mickey Alperin; the Tower and Carroll, Waterbury, Conn., owned by Roger Mahan, and Nick Del Russo's Carver, Watertown, Conn.

close-up of woman dancer's abdominal movements, in part 8). Albert Rashid.

Mrs. Anna Hughes Driscoll resigned as executive secretary, Allied Theatres of New England.

Film District

Phil Engel, 20th-Fox publicist, journeyed to Providence, R. I., recently to aid Wilfred Matthews and Al Clark, Fay's, in setting up advance ballyhoo for "Follow the Sun."

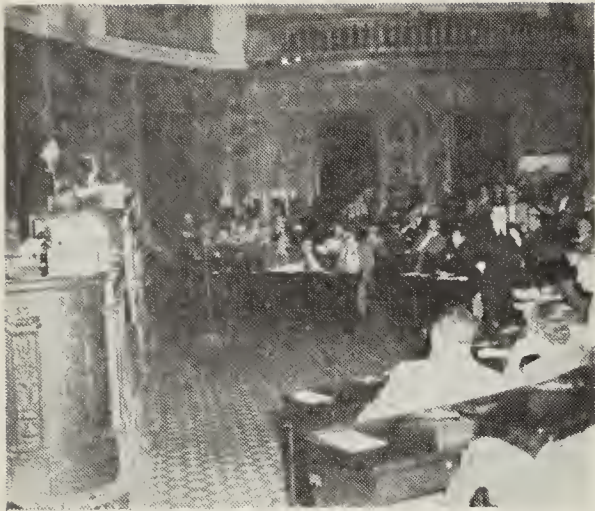
Edna Marie Dullea is the new biller at 20th-Fox.

Jerome Safron, UA eastern division manager, was in on a "get acquainted" visit. . . . Louise Sullivan and Stephanie Harriman joined the staff at Monogram. Also added to the roster is Joe Ramon, who has been added to assist head booker Charlie Wilson. . . . Joe Kelly, formerly booker at U-I, has transferred to the sales department. . . . Condolences go to Catherine Ferrick, Metro, in the recent death of her mother.

Betty Joaquin, secretary to Jerry Govan, head booker, NET, set her wedding date to Jerry Spilewski for June 24. The ceremony will be at St. Mary's Annunciation Church, Cambridge, Mass., followed by a reception at the 100 Club. . . . Harry Aronson, former manager, Rialto, has been appointed manager, Roxbury. Newly decorated, the theatre is owned by Charles Morse. . . . Condolences go to Moria-Jane Roach, UA, in the recent death of her father, William L., a veteran Boston newspaperman.

New Haven
Crosstown

Loew's Poli was being decked out in new summer colors. Morris Rosenthal and his staff were working on angles for "The Great Caruso." . . . Jack Braszil, manager Sid Kleper's publicity and ballyhoo aide, College, worked out a nice campaign for "Soldiers Three." . . . New



Matt Cvetic, former F.B.I. undercover agent, is shown as he recently addressed the Massachusetts House of Representatives, Boston, in one of his many speaking engagements in connection with "I Was a Communist for the F.B.I."

soft drink dispenser machines were installed at the Dixwell and Rivoli.

Meadow Street

The Art Cinema, Bridgeport, arranged for special rates for French students of colleges and high schools when "The Baker's Wife" and "Grand Illusion" played. . . . Congratulations go to Ben Segal, manager, Shubert, on the addition of a baby girl.

The Pine Drive-In, Waterbury, started a radio quiz. . . . Film Employees Local F-30 has a dinner at Eleanor's scheduled for May 31. . . . Local B-30 had a meeting at Paramount screening room. . . . Some of the boys are planning a softball team. Tom Germain, formerly of Columbia, is reported manager.

Lester Tobias stopped in. . . . Al Daytz and brother made the rounds. They are doing the buying for many houses. . . . The Waterford Drive-In had a special gift plan on Mother's Day. . . . The Plainville Strand discontinued Monday matinees. . . . The State, Manchester, had the finals of an amateur contest. . . . U-I's Francis and Nancy "Chic" James, designated "Miss Defense Bond of 1951," were getting plenty of newspaper space and pictures in conjunction with the campaign to sell bonds. . . . Earl Wright, Columbia salesman, was in Boston. . . . "Carrie" Marra, Republic lassie, who has been doing so well with her bowling, was entered in the New England bowling tourney.



Keith's Memorial, Boston, used this lobby display to show its tie-in with a department store for its recent run of 20th-Fox's "I Can Get It For You Wholesale."

Circuits Loew Poli

In Meriden, Tony Masella was appointed chairman, cerebral palsy drive. . . . The St. Rose Parish Society sponsored a circus on the stage of the Loew's Poli, Meriden. . . . Division manager Harry F. Shaw and Mrs. Shaw were due back from a cruise. . . . The Bridgeport Poli had a "What Valentino Means To Me" letter writing contest to bally "Valentino." . . . William Rogers was given a party at the Poli, Bridgeport, recently.

Connecticut Hartford

Lou Cohen, manager, and Norm Levinson, Loew-Poli, tied in with sports enthusiasts on "Follow the Sun." . . . Dick Stephens, Columbia exploiteer, was huddling with George E. Landers, division manager, E. M. Loew's Circuit, on "The Brave Bulls." . . . The Pine Drive-In, Waterbury, started a "Radio Car Quiz," with winners getting valuable prizes. Francis McWeeney is manager.

In town for conferences with George E. Landers, E. M. Loew Circuit division manager, was Larry Wallace, concessions department, Boston.

Richard F. Walsh, International president, IATSE, told the 50th anniversary dinner of Local 84, "I've been in Hartford before, but never before have I seen such a group of enthusiastic showmen as here tonight." Other speakers included William H. Mortensen, managing director, Bushnell Memorial; Charles F. Obert, stage manager, Allyn, and Local 84 head and Hy Fine, district manager, New England Theatres, toastmaster. Local 84 business agent Rube Lewis was unable to attend. He had been rushed to a local hospital for emergency medical treatment.

Newington

At the drive-in convention in Kansas City were Phil Simon and Paul W. Amadeo.

Manager Jim Cotoia, E. M. Loew's Hartford Drive-In, reopened for the season, announced his crew, Agnes Thompson, Sally Harries, Peter De Carli, Arthur Van Sicklen, Thomas Harries, Robert Jones, William Hunt, and Frank Whittier. . . . Tom Shea, concessions manager, Pike Drive-In, has resigned.

Stamford

The Starlite Drive-In Theatre Corporation filed a certificate of incorporation with the Secretary of State.

Torrington

Vincent Youmatz opened his new \$125,000 drive-in, the Sky-Vue.

Massachusetts Springfield

A threatened strike by projectionists, which would have hit the Art, Capitol, and Loew's Poli, was postponed indefinitely. The union's demand for a six-day work week, with pay at the current rate

for seven days, had set a deadline for management agreement or a walkout. . . . Floyd Fitzsimmons, MGM, was in for conferences with Loew's George E. Freeman on "The Great Caruso."

Samuel Goldstein, Western Massachusetts Theatres, revealed that negotiations between himself and United Paramount Theatres to effect a sale or purchase of the circuit, according to the terms of the Paramount consent decree, have been broken off completely. Goldstein is holder of the "A" stock in WMT, and United Paramount Theatres holds the "B" stock.

New Hampshire Concord

Louis DeRochemont's "Whistle at Eaton Falls" had a preview showing at the Capitol. The governor and council, as well as some legislators, were guests. Capitol manager Frank K. Eldridge explained that the film will not be released for public showing for several months. Producer DeRochemont said that he had already shown the film to national labor union leaders and industrial chieftains, and all have given their approval.

Young charter members of the "Hop-along Cassidy" Savings Club with 400 children from the Daniel Webster home, Franklin, N. H., and the Rolfe and Rumford home were guests of the New Hampshire Savings Bank at the Star.

Laconia

Aides in colorful costumes and bird of paradise flowers from a flower shop helped to create atmosphere during "Bird of Paradise," Colonial.

Rhode Island Providence

The sale of Fay's to a local real estate concern was reported, and officials of the real estate concern said the building would probably be razed. The stronghold of vaude, the house had stuck to a vaude policy for 35 consecutive years under the direction of Edward M. Fay, treasurer, C. and F. Theatre Company. Fay said the house would be stripped of all its equipment, including the large screen television. Fay said the offices of the company, which also operates the Majestic and Carlton, would be moved to other quarters.

Vermont Montpelier

The House of Representatives defeated a bill which would have levied a 10 per cent tax on amusement admissions.

Variety Club Connecticut, Tent 30

Delegates to the convention in Philadelphia returned with plenty of enthusiasm. Herman M. Levy, Ray Wylie, Rudy Frank, and Sam Wasserman were the representatives. A meeting was scheduled for Heinlein's, and among the topics were new club quarters, new activities, new fund raising program, etc.

NEWS OF THE

Territory

New York City
Crosstown

The Rockhill Drive-In, Rockhill, reopened on a weekend basis. . . . The Little Carnegie, closed for alterations. . . . The Flatbush, Brooklyn, Capitol, Paterson, N. J., and National, Brooklyn, closed.

Top ranking officers from the coast guard headed by Rear Admiral Louis B. Olson, commander, Third Coast Guard District and commander, Eastern Area, as well as representatives of the army, navy, and marines, attended the gala premiere of Republic's "Fighting Coast Guard" at the Mayfair. President Herbert J. Yates headed a group of Republic executives attending the premiere.

Stanley Chase, who resigned as assistant to Oscar A. Morgan, general sales manager of short subjects and Paramount News, was feted at the Paramount home office. Chase, with Paramount 20 years, was presented with a gold watch and a scroll signed by his fellow employees.

In line with the policy of conducting all-out campaigns on current bookings, the RKO Theatres' managerial and publicity staffs completed another special treatment job for the "Seven Days to Noon" and "Cry Danger" combination. Recognizing that extra effort would be needed to sell "Seven Days To Noon," William Howard, vice-president in charge of theatre operations, called a meeting of division managers and department heads to discuss ways of selling the show. Another meeting of all RKO managers and members of publicity department was arranged, at which time the managers added their ideas to what was already suggested. Next step was a screening for the house staffs of all the theatres, held at the RKO 81st Street.

Charlotte Malamud, secretary to Paramount publicity manager Mort Nathan-



Ronald Jay Dashkin, son of Irving Dashkin, Savoy, Jamaica, L. I., is seen as he recently reflected upon the condition of his dad's business and business in general.

son, announced her engagement to Paul Snyder, a freelance commercial artist. . . . R. E. Warn, manager, Westrex Corporation's Hollywood division, returned to the west coast following conferences. . . . James Sarno, head, Paramount's studio national magazine department, was in for meetings with Jerry Pickman, national director of advertising, publicity, and exploitation, and members of Mort Nathanson's publicity staff.

Carl Fishman, New York newspaper contact, Loew's Theatres, returned from a Florida vacation.

Rufus Blair, Paramount coast publicist on a nationwide tour with a print of Billy Wilder's "Ace In The Hole," arrived. He has been screening "Ace In The Hole" for press and radio critics in key cities throughout the country.

Emil Friedlander, Danzians, Inc., and B. S. Moss, B. S. Moss Corporation, have been named co-chairmen, amusement division, 52nd anniversary celebration, National Jewish Hospital, Denver. A testimonial dinner will be held on June 4 at the Waldorf Astoria.

The Screen Publicists Guild met to discuss a plan of action on behalf of its members affected by layoffs in Warners' home office advertising and publicity department. Employees affected included Dave Carson and Eddie Aaronoff, radio and magazine contacts, Jess Gourlay,



This coast guard display attracted plenty of attention to the recent opening of Republic's "Fighting Coast Guard," when it played at Mayfair, New York City.

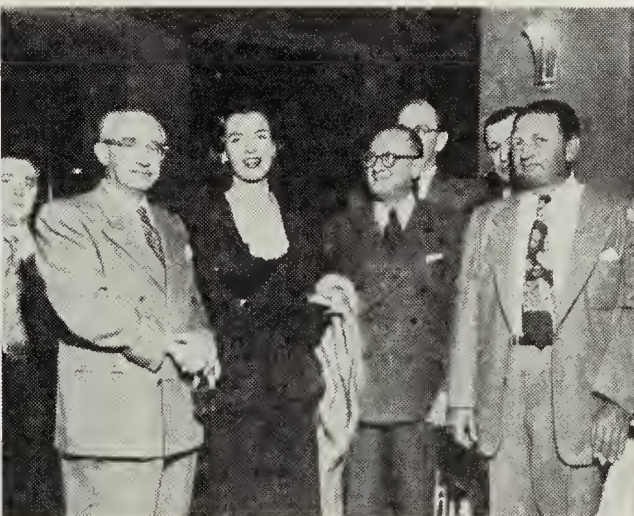
with the company 30 years and in the art department; Gil Blackford, senior publicist; Ted Gottfried, associate publicist; Robert Hennelly, apprentice publicist, and Al Messick, John Hayson, John Long, Tom Brennan, Georgia Cooper and Otto Luther.

Vincent Jacobi was elected president, Stagehands' Local One, IATSE. Other officers named are George Fitzgerald, vice-president; John C. McDowell, secretary; John J. Garvey, treasurer; Solly Pernick and John Goodson, business managers; Louis Yeager, TV organizer; Joseph McCarthy, sergeant-at-arms, and Joseph Hughes, member, replacement committee.

Negotiations between Laboratory Technicians Union, Local 702, IATSE, and the laboratories here reached an impasse. Affected are 1,900 technicians.

As part of the all-out showmanship campaign planned for the New York opening of Jules Levey's "Fabiola" at the Victoria on Decoration Day, Max E. Youngstein, United Artists vice-president and National Director of advertising, publicity, and exploitation, revealed that work has begun on a sign for the front of the theatre.

Sanford Abrahams, assistant national director of advertising and publicity for Allied Artists and Monogram, was called here by the sudden death of his sister, Mrs. Miriam Leopold.



Among those recently seen at a cocktail party in New York City which preceded the opening of Republic's "Fighting Coast Guard" at the Mayfair were, left to right, Harry Brandt, Ella Raines, and Rear Admiral Louis B. Olson, Commander, Third Coast Guard District and Eastern Area; Joel Levy, Loew's

Theatres; Miss Raines, Lou Kaufman, Warner Theatres; Richard G. Yates, executive assistant to James R. Grainger; Max Fellerman, United Paramount Theatres, and Jack Harris, Walter Reade Circuit; Brian Donlevy; Adam Adams, Adams Circuit in New Jersey, and Republic star Binnie Barnes.

National Maritime Day was celebrated at the Seamen's Church Institute, with a special showing of "Kon-Tiki."

William Wyler, producer-director, Paramount's coming "Carrie," arrived to view several Broadway shows.

J. G. Frayne, engineering manager, Westrex Corporation's Hollywood division, returned to the west coast following conferences with head office officials.

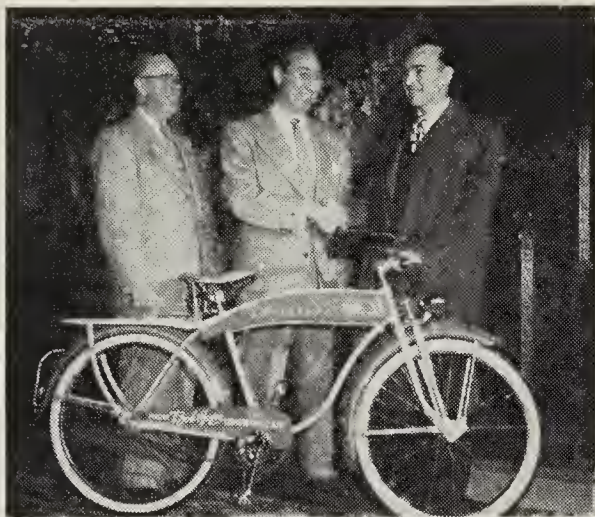
Jack Cohn and Joseph A. McConville sailed for Europe to attend sales conventions of the Columbia British and Continental organizations. The British meeting will open on June 1 at Margate, England, and the Continental gathering will take place in Rome, beginning on June 13.

Headquarters offices of the Society of Motion Picture and Television Engineers will move on June 8 to enlarged headquarters in New York City. In announcing that the engineers would occupy the fifth floor of the American Radiator building, Peter Mole, Society president, cited recent membership growth and increased activity among numerous engineering committees as the compelling reason for current expansion and the resulting move.

Shelley Winters, co-starring with John Garfield in "He Ran All The Way," for United Artists release, was in from Hollywood.

A "1951 Summer Sweepstakes," carrying a total of \$3,000 in cash prizes to be shared by managers, will be staged by the Walter Reade Theatres, Inc., from Memorial Day through Labor Day, it was disclosed by Walter Reade, Jr. Designed to stimulate showmanship and capitalize on the full boxoffice potential of all pictures, the drive will find managers of all 30 theatres in the circuit, including drive-ins, competing for the largest prizes in the most extensive campaign ever conducted by the organization. Theatre managers will share \$2,500, including a \$1,000 first prize. An additional \$500 has been offered to the city manager whose theatres make the best showing. Team captains, who will rotate their assignments every three weeks, will be Reade, company secretary Edwin Gage, general manager Nick Schermerhorn, head film buyer Jack Harris, and advertising director Al. Floersheimer. Managers will be given free rein to develop their own exploitation campaigns, and demonstrate their showmanship ability to the fullest. Weekly standings will be issued.

The IATSE renewed its attack on the jurisdiction of the Distributive, Processing, and Office Workers of America over "white collar" employees of 11 film company offices in a brief filed with the NLRB, charging that Loew's union contract contains "an invalid union-security provision" which invalidates the contract. IATSE Motion Picture Home Office Employees Local H-63, which filed the brief through its attorney, Harold

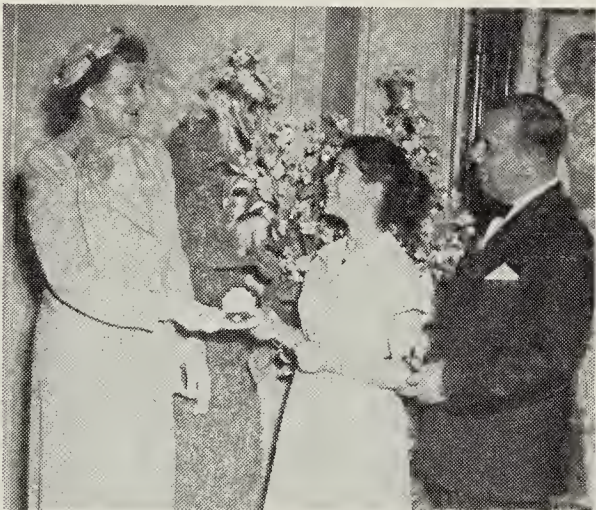


Bob Shapiro, center, manager, New York City's Paramount, is seen recently congratulating Louis Lampel, winner, in a guessing contest held for Paramount's "The Lemon Drop Kid." Charles Parton, bicycle company ad. manager, looks on.

Spivak, called for an immediate election for a bargaining agent to represent Loew's employees. Russell M. Moss, H-63 executive vice-president, stated his belief that "the decision in the Loew's case may be a deciding factor in cases affecting 10 other units in the motion picture field." The "flaw" in the Loew's contract cited in IATSE's brief is that Loew's workers were not afforded under the contract the required 30-day escape period provided for in the NLR Act. The 30 days is the period which the law stipulates shall be given a union member not in good standing to become one before action can be taken to fire him.

The Little Cinemet became the Cinema Verdi when it opened under new management with "Lieutenant Craig—Missing." . . . MGM's "Go For Broke" has its eastern premiere at Loew's Capitol, with Robert Pirosh, writer and director, coming on from Hollywood for the occasion. Esther Williams was to be on hand, interrupting her tour for the event.

The Personnel Club of New York elected Miss Mary E. Tuttle, director of home office personnel, RKO Theatres,



Mrs. Caroline Day, Livingston, N. J., was recently awarded a watch as a winner in the "What Is Your Impression Of The New Charles Boyer in The 13th Letter?" contest held at the Rivoli, New York City, as promotion for the 20th-Fox release. The presentation was made by Laura Weber, daughter of Louis Weber, one of the attorneys of the Skouras Theatres Corporation, and who, despite her tender age, has appeared on some 200 TV shows. Montague Salmon, Rivoli managing director, is seen on the right.



Anthony Dexter is flanked by Mario Lorenzo, Mrs. Lorenzo, and Ed Linder, Astor, Syracuse, after a recent luncheon for the star of Columbia's "Valentino" in Syracuse. In the rear are several of the co-eds from Syracuse University.

president. The Personnel Club of New York, organized in 1918, consists of 350 women engaged in personnel work in the leading organizations in the metropolitan area.

Bernard Fakin, booking department, Brandt Theatres, became the proud father of an eight-pound baby girl, Benita Ann. . . . Abraham Leff returned after spending the winter season in Florida.

Furness Withy's latest luxury liner, S. S. Ocean Monarch, arrived on her maiden voyage completely equipped with Westrex motion picture sound and projection system. . . . Michael Bergher, U-I general manager in Brazil, arrived for conferences with director of world sales Al Daff.

Filmack is moving into new quarters in the Film building on or about June 1. . . . Charles Einfeld, vice-president, 20th Century-Fox, returned from a tour of South America. . . . John K. Hilliard, chief engineer, Altec Lansing Corporation, returned after a six-week trip to Europe.



In Buffalo, Matt Cvetic, second from left, recently received a citation for achievement for his work as a former F.B.I. undercover agent from Samuel S. Auchincloss, chairman, Buffalo Chamber of Commerce, at a luncheon meeting at the Hotel Statler. Others pictured are Keith Williams, left, an officer of the Chamber of Commerce, and James Eshelman, right, district manager, Buffalo Paramount Corporation, instrumental in arranging the affair as part of his drive for "I Was a Communist for the FBI."

New Jersey Asbury Park

The first 500 women attending six different New Jersey Walter Reade Theatres on Mothers Day, received orchid corsages flown in from Hawaii, through tie-ups with a radio-television dealer to underwrite the cost of the orchids for the local Mayfair, Long Branch Paramount, Red Bank Carlton, and Eatontown Drive-In. In Trenton, manager Al Lidman arranged a similar deal with a local florist for the Lawrence Drive-In, and in Toms River, I. M. Hirshblond worked his giveaway through a local florist.

Long Branch

Proud papas got a chance to show their stuff at the Paramount, Reade house, when manager Clark Jordan staged a contest for the fastest and neatest job of changing a diaper by fathers, in conjunction with "Father's Little Dividend." Two nurses from the maternity ward at Monmouth Memorial Hospital judged the contest.

Morristown

City manager Ralph Lauterman got a group of local merchants dealing in juvenile merchandise to offer gifts to the parents of any children born during the week that "Father's Little Dividend" played at The Community Theatre.

Newark

Sympathy is extended to John Stanek, manager, Union, Union, N. J., in the death of his father. . . . Edward Kane, ill for a month returned to his post as manager, Regent, Elizabeth, N. J.

Carl Siegel, in charge of concessions in the Warner Theatres' Newark zone, was appointed president, Warner Brothers Service Corporation, New York. He was feted with a dinner at Mayfair Farms. Those who attended were Frank J. Danis, Arnold, L. Jordan, Arnold Michelson, Joe Minsky, Tony Williams, Leto Hill, Harold Widenhorn, George Morgenroth, William Clark, Lou Dennis, and G. Gagliardi.

Plainfield

Photo enlargements of 1921 newspapers, displays of old-time movie stills, and a tremendous birthday cake were among the lobby displays used by John Balmer, city manager, Walter Reade Theatres, to highlight the month-long 30th anniversary celebration of the Strand. A party of Plainfield city officials headed by the Mayor attended anniversary kick-off ceremonies, and orchids were given to every woman attending the theatre that evening. Balmer also promoted over \$1000 worth of gifts, including an all-expense paid trip for two to Bermuda, as part of the special activities. The Plainfield Courier-News covered the anniversary story with both photos and an historical-type article. Balmer also arranged merchant-participation cooperative ads as part of the drive. The Paramount, Long Branch, N.

J., will also conduct a 30th anniversary celebration starting on June 3.

New York State Albion

C. V. Martina, president, Martina Theatre Corporation, announced that he has notified the major distributors and the Department of Justice that the circuit would be forced to close its Capitol, Oswego, on May 20 after negotiation and competitive bidding failed to obtain adequate first-run product. Martina said his company had no choice but to close the theatre.

Albany

Diana Dobbs, Monogram secretary, will be married to James Reis on May 26 at St. Joseph's Church. Miss Dobb's mother is a Republic inspectress. . . . Bob Adler, Monogram office manager-booker, and Mrs. Adler celebrated their 18th wedding anniversary in New York. . . . Chris Pope, Schine booker, Gloversville, spent several days booking. . . . Lillian Paulus, Columbia biller, was on the sick list. . . . Edna Joyce, Columbia cashier, was rejoicing over the birth of a nephew, the first baby in a family of 12 children. . . . Lou Allemann, former RKO publicity man and most recently connected with The Times Union in the same capacity, was recalled into service with his former rank of captain, and is stationed at Fort Devens, Mass. . . . Hal Oliver, RKO publicity man, was in working on "The Thing." . . . Jules Perlmutter, Crane, Schenectady, will operate the restaurant concession at the new state-owned bathing beach, which will accommodate 4,500 bathers, Lake George. . . . Charlotte Lansing has been added to the staff of Warners. . . . Harriett Walker now is secretary to Leo Rosen, Fabian Drive-Ins offices. . . . Winnie Allen, 20th Century-Fox cashier, was elected president, Local F43, to succeed Harry Aranove, recently promoted from head booker to office manager, Warners. . . . Helen Drabeck, 20th Century-Fox, will be married to Rocco D'Amico on June 17. . . . Congratulations go to Mr. and Mrs. Frank Lynch, he's the Paramount booker, upon the birth of a daughter, Sheryl Ann, at the Brady Maternity Hospital. . . . The mother of Dick Keating, Paramount head booker-office manager, who was seriously ill in New York, is on the road to recovery.

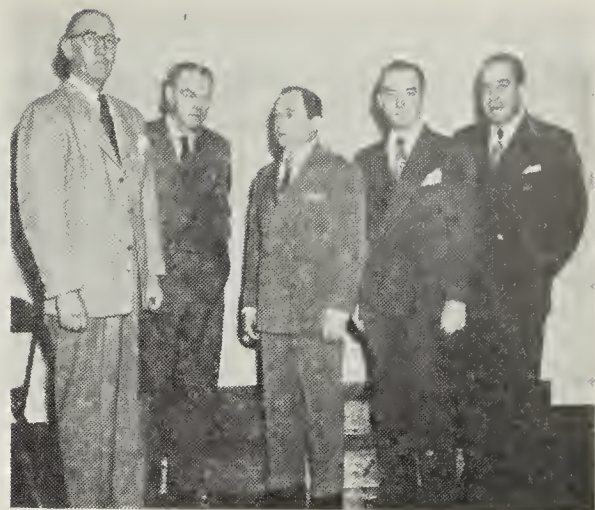
—M. E. B.

Buffalo

Edward C. Dowden, Loew's Theatres ad.-publicity staff, was in to assist Shea's publicist Ed Meade in the promotion campaign for "On The Riviera." . . . Milt Harris was in for a few days working with Earl Hubbard, Century, on "Queen For A Day."

Gloversville

Maurice Glockner, who headed the Schine Circuit's candy and concessions department, resigned to join ABC Vending Corporation in New York. He was with the circuit for 18 years.



Matt Cvetic, center, author, Warners' "I Was A Communist For The F.B.I.", is seen after a recent interview with Don Kerr, WPAT, held in conjunction with the showing of the film at the Fabian, Paterson, N. J., and Montauk, Passaic, N. J. The tie-in with the radio station was made by Gary Vrooman, left, manager, Fabian Paterson. Others are W. J. Clark, ad.-publicity head, Warner Theatres; F. Plowman, manager, Montauk, and Tony Williams, district manager.

Rochester

Manager Lester Pollock, Loew's, planned a hair-dressing show on the stage in connection with hairdressers' convention in June. . . . The RKO Temple closed for the summer earlier than intended, and manager Frank Lindcamp moved over to the RKO Palace staff.

Manager Louis Thompson, Regent, was taking an early vacation. . . . Howard Carroll, Capitol, dickered with the projectionists union on possible weekend operations. . . . Maurice Glockner, Schine candy chief, who resigned to join the soft drinks division of the ABC Candy Company, will be missed by Rochester managers.

RKO Palace manager Jerry Baker's Ava Gardner double contest promoting "My Forbidden Past" attracted surprising number of replicas of the star, but Betty Galpin walked off with the \$50 cash prize.

City authorities now permit refreshment booths in theatre seating areas. . . . The Strand continued "free 'Bingo'" in connection with film shows. . . . Manager Morris Rosen, Monrce, returned from



In Buffalo, Matt Cvetic, second from right, whose exploits inspired Warners' "I Was a Communist for the F.B.I.", chats with a Legion of Honor group after addressing an audience at the Hotel Lafayette in the course of his recent public appearance tour to plug the film.



The opening of civilian defense recruiting stations in 600 Broadway and neighborhood theatres throughout New York City was initiated recently at a giant industry rally held in Times Square. Seen, left to right, at the ceremonies are: Lieutenant General W. D. Crittenger, commanding general, First Army Headquarters; Grover Whalen, coordinator, recruiting and public information; Commissioner Arthur Wallander, director, civil defense activities, City of New York; Spyros S. Skouras, Jr., executive vice-president, Skouras Theatres Corporation, and Edward Rugoff, MMPTA head.



This huge trailer carrying "The Thing" was used in front of the Fabian, Paterson, N. J., and Montauk, Passaic, N. J., as a recent exploitation stunt for RKO's "The Thing from Another World." At extreme right is Montauk manager Frank Plowman, while next to him is seen Fabian manager Gary Vrooman.

his vacation. . . . The Dryden showed a William S. Hart film, "The Return of Draw Egan," in its revival series.

PROJECTIONISTS' CORNER—Simon Tishkoff, Harold Leavens, Frank Trost, and Kenneth Stevens became full-fledged projectionists after passing the exam. . . . Cal Bornkessel and the missus returned from their Florida vacation. . . . Walter Simes was reported still in the hospital. . . . Harmon Smith's dogs were back in competition for blue ribbons. . . . Too bad Lawn Clark forgot his choppers on "Ladies' Nite." . . . John Copple is still looking for extra tricks. . . . Abe Orden's daughter and baby visited. . . . Harry Levy is a grandfather again. . . . Merrit Torrey went on the road with the Rochester Philharmonic Orchestra.

—D. R.

Syracuse

Fifteen friends and fellow workers tendered a party at Leonard's Restau-

EYEING THE

Exchanges

NEW YORK—United Artist branch managers left the recent Chicago convention with orders to review the company sales meeting with their staffs so bookers and salesmen at UA devoted a day to getting acquainted with the product lineup and the sales policy.

MGM—Tony Tringo, shipping department, resigned. . . . Former salesman Vincent Flynn has been appointed branch manager in Omaha. . . . Switchboard operator Maye Parnese celebrated her eighth anniversary. . . . William Frankel passed another milestone. . . . May 20 was the day to offer birthday congratulations to bookkeeping machine operator Mary Mayham.

U-INTERNATIONAL—Head salesman Harry Fellerman went over to the home office in an executive capacity. His many friends offered their congratulations at a luncheon.

MONOGRAM—Former secretary Grace Brinkerhoff will be married at the Hotel Statler on May 26. . . . Assistant Cashier Norman Benchick was ill. . . . There was extra drama at the office farewell party for Larry Downes, who entered the service. At the height of the party, the fire alarm rang, and smoke began filling the office. The fire was next door.

RKO—District manager's secretary Ann Levy is back after a vacation. . . . Audrey Liebowitz, typist, was ill. . . . Secretary Sadie Barnett is back after illness. . . . Joseph Berman was accepting birthday congratulations on May 15.

20TH CENTURY-FOX—The entire office went to the Rivoli to meet Rex Harrison and Lilli Palmer. . . . Martin Moskowitz, Empire State division manager, recently visited Albany and Buffalo.

PARAMOUNT—Richard Shultz, contract department, was spending his vacation under California skies. . . . Mildred

rant to William Sehr, a member of Local 9, stagehands, on the occasion of his 75th birthday. Jack Bartle was in charge. The honored guest was the recipient of several gifts.

Frank Allen, Allen, Solvay, is back in circulation following illness. . . . Gus W. Lampe, Schine general manager, was in from Gloversville. . . . Harry Wiener, manager, Schine's Eckel, was host to the city runners-up in the recent yo-yo championship contests. Prizes were awarded.

Harry Unterfort, zone manager, Schine Theatres, through newspapers invited all mothers 65 years or over to be guests of either the Paramount Eckel or Palace on Mother's Day. Each guest registered, and was greeted by the house manager.

Lewit, secretary to office manager Nathan Stern, was ill. . . . Louise Calosi celebrated her first month of marital bliss. . . . Bookkeeping machine operator, Ruth Richardson, opened her summer place in Rockaway, L. I.

WARNER'S—Booker Manny Gross is back tanned and smiling after a Florida vacation. . . . Marilyn Milstein is the new clerk. . . . Head booker Al Blumberg was going on his vacation.

UNITED ARTISTS—Irving Dreeben, now a salesman for Republic in Cincinnati, was around. . . . Walter Hoya, assistant head, print department, resigned.

BOOKER'S BIOG—There are very few bookers around who have as solid a background as Archie Berish, who started in the film room of Arrow some 27 years ago. From there, he went to work on the Motion Picture Journal as assistant to the editor. He then had a series of shipping jobs at W. B. exchange, Vitagraph, and Vitaphone, where he was promoted to score and trailer booker. He then went to Warner's, where he worked for many years as a New Jersey booker, salesman, and head booker. He left to become a buyer and booker for Trenton-New Brunswick Theatres Corporation. At present, he is working as a booker at RKO Theatres. He's happily married to wife Phoebe for 13 years. Pride and joy of the Berish home in Forest Hills, L. I., is 12-year-old Andrew. A charter member of the Motion Picture Bookers Club, Berish is at present serving on the board of directors.

RAMBLIN' 'ROUND—The industry was saddened by the death of Dave Black. . . . Liggett-Florin booker Ethel Levinson was enjoying a brief respite. . . . Former ELC salesman Ira Michaels and Morris Weinstein are opening an auto accessory store in Fall River, Mass. . . . The ELC offices were taken over by Audio Productions, Inc. . . . Arthur Rosenbaum, night examiner, Bonded, was off on his vacation. . . . Former ELC booker Al Trilling is now associated with United Paramount as a buyer-booker.

—ARNOLD FARBER

Manager Sol Sorkin, RKO-Keith's, had a campaign lined up for "My Forbidden Past." To the winners will go table model radio, complete beauty treatment, corsages, dress for spring, hat for spring, and dinner for two, all promoted from stores, plus a \$25 bond given by the theatre.

Fred Malone, former assistant manager, Schine's Paramount, resigned to conduct his own business, Business Service of Syracuse. . . . Barry Ghezzi is the new student assistant manager, Schine's Eckel, replacing Robert Randall, resigned. . . . Manager Harry Wiener, Schine's Eckel, is making big plans for an all-Walt Disney cartoon show. Syracuse Council for Children's Entertainment is cooperating fully.

—J. J. S.

NEWS OF THE

Territory

Philadelphia
Crosstown

The count of closed houses in the territory has run to about 70, with the Globe, Vineland, N. J.; Rialto, West Chester, Pa., and Vernon and 333 Market joining the dark list. The Aldine is also expected to close soon for the summer.

Max Kulik purchased the Crescent, and reopened the house on a weekend basis. . . . I Hirst Enterprises closed 4-Paws. . . . Condolences are extended to William Goldberg, owner, Studio, whose mother passed away last fortnight. . . . Ben Zimmerman is leaving as manager, Studio, to assume similar duties at the Lincoln Drive-In. . . . Condolences go to Allen Lewis, manager, Park, whose mother passed away.

(One of those type gremlins which sometimes creep into EXHIBITOR copy managed to label Ted Schlanger a publicist last week in one of the captions, whereas everyone knows that he is the S-W Theatres zone head and Chief Barker, Variety Club, Tent 13.—Ed.)

The College of Liberal Arts and Sciences, Temple University, will hold the second annual lecture of the Abraham M. Ellis Chair in Hebrew Culture and Education on May 24 in the Auditorium, Temple University Dental School, with Professor James B. Pritchard speaking on "The United States and the Near East—Intercultural Relations." . . . The Eureka is closing permanently on May 31. Manager Joe Sapsis and staff, including two reliable cashiers, would appreciate hearing from anyone offering employment after that date. Owned by Mrs. Fanny Rosinsky, the house may be leased or bought, Sapsis said.

Mrs. Harold Cohen, the "belle" of the recent Variety Clubs International convention, gave birth to five pounds, ten and a half ounces Nancy Jane in Jefferson Hospital. The Cohens' first child, Sue, weighed in at six and a half pounds, but with grosses what they are today, the new child weighed slightly less.

Vine Street

Heavy saturation bookings have been obtained in the area on Allied Artists' "I Was An American Spy" to follow the state premiere on June 22 at the S-W Stanton, according to Max Gillis.

Joseph Fortunate, Paramount shipping department, son of U-I booker Fred Fortunate, is now with the marines. . . . The "Jules Lapidus Drive" starts at Warners on June 3. . . . Mary Horvat, secretary to Jack Greenberg, Lippert, underwent surgery. Toby Goldstein, former ELC secretary, is pinchhitting.

Monogram's Beatrice Duffy resigned, and went to live in Grand Rapids, Mich.



James H. Lemon, president, Children's Hospital, Washington, D. C., recently received a pledge of \$84,600 from Variety Club, Tent 11, toward a new outpatient clinic to be named in honor of Carter T. Barron. Seen are young Carter Barron, 17-year-old son of the late showman; Fred Kogod, chairman, VC welfare committee, and Morton Gerber, Chief Barker of the Washington tent.

The other girls in the office moved up, with branch manager Max Gillis putting on one Evelyn Golin, clerk.

MGM exploiteer Ed Gallner was busy with Esther Williams, who came in under the auspices of the U. S. Recruiting Service for "Go For Broke," Goldman. Present for the swearing in on the Goldman stage of the 50,000th male recruit and the 500th female recruit was General Robert W. Wilson, commanding officer, 79th Division, who was presented with the 442nd Division flag by Miss Williams. At a military ball, she crowned six queens, one from each branch of the armed services. Later, Miss Williams laid the cornerstone at the new Lankenau Medical Center, and appeared at a fashion show and luncheon.

RKO had its troupe of geisha girls and Florence Marly in for the opening of "Tokyo File 212," S-W Stanton. . . . Edward G. Helmling, projectionist, S-W Aldine, and member Local 307, died as the result of an automobile accident.

Local 307 IATSE announced that any independent taking over a former S-W house could expect no concessions in the manner of the number of men employed in the booths or in the past scale.

The trade was saddened by the death of veteran film salesman Mike Shulman,

65, last with Lippert. A member of Motion Picture Associates, he passed away after several weeks' illness in Hahnemann Hospital. Services, held at Levine's Funeral Parlors, were attended by many in the trade. He is survived by his wife, a son and a daughter.

Jack Engel, Joe Engel, and Harry Brillman attended the Lippert regional sales meet at the Hotel Warwick, New York City. Sales policy on future product was discussed by President Robert L. Lippert.

Benny (American) Harris is greatly appreciative to Paul Murphy, Highway Express, who personally rushed to Lansdowne, Pa., for special medicine for Mrs. Harris, and rushed it to Jewish Hospital. For this "something extra" in the line of duty, hats off to Murphy.

Charles Amsterdam, who is in Colonial Hospital, Rochester, Minn., writes that he is getting along pretty well after two operations and expects to be home shortly.

Jack Engel, Lippert franchise holder, volunteered to become treasurer, with the Exchange Finance Company to be trustee, for a group of local industryites who wish to pay \$10 per week toward defraying the expenses of their going to Las Vegas, Nev., for the next Variety Clubs International convention. Engel agreed to take the post providing all those wishing to avail themselves of the plan would agree to pay in regularly, and would agree not to take their money out of the fund until a specified date just prior to the meet. All wishing to join in this plan still have time to do so.

Circuits
Stanley-Warner

Herbert Thatcher is the new manager, Liberty, Tacony, replacing William Lafferty, who left the company. . . . "Tokyo File 212" star Florence Marly was in in connection with the picture, at the Stanton. She was handled by Seymour Eaton, RKO. . . . Evelyn Keyes was in for "The Prowler," United Artists release, and will make personal appearances. Max Miller, United Artists, is handling the exploitation.



Pictured at the recent 40th anniversary dinner of the Philadelphia Moving Picture Machine Operators Union, Local 307, IATSE and MPMO, at the Adelphia Hotel, Philadelphia, are, from left, Thomas J. Shea, assistant International president; Abbott Oliver, Local 307 vice-president; Horace Johns, veteran business agent, Local 307; Harry Abbott, president, Local 307; Richard F. Walsh, International president, and William P. Raoul, the International general secretary-treasurer of the organization.



Charles Grimes, left, Warner Theatres district manager, Washington, D. C., recently presented \$250 in savings bonds to Frank Shaffer, manager, Dixie, Staunton, Va., for winning second place in the circuit's showmanship competition. Shaffer also received a share of Republic's prize for "Rio Grande" campaign.



At Hunt's Beach, Cape May, N. J., manager Kenneth Lane, right, confers with art instructor Richard Rogers and Mary G. Seabreeze, art studio director, on details of the Beach's recent first art showing of the summer season. Paintings of students of the Midway Studio, Fort Washington, Pa., were hung in the foyer.

District of Columbia Washington

James Harper, head, Patriotic Films, which is producing a series of lessons-in-government films, "Behind These Scenes," held the world premiere of the first short, on the Department of Interior, in that department's auditorium. Louis Aiken is the film's narrator.

Washington's oldest art theatre, the Little, changed hands without losing a day of operation. It became one of the key houses in the Sam Roth Circuit when sold by I. A. Lopert, who also operates the Playhouse and Dupont.

Kay De Witt, Capitol songbird, gave birth to a young daughter. . . . Robert Pirosh, who wrote "Battleground," was doing a little delving into the careers of Congressmen.

Kathryn Grayson and Walter Pidgeon, Metro stars, will fly in to bring their talents to the elaborate program being arranged to mark dedication of the Carter Barron Amphitheatre on May 25. Announcement of the first stage and

screen notables to accept places on the impressive dedication program was made by Orville Crouch, chairman, executive committee for the dedication. The President will make the formal dedication himself as the highlight of a program that will include musical, vocal and dramatic salutes by nationally known stars and presentation of the brilliant all-new first scene of "Faith of Our Fathers"—the Sesquicentennial historical spectacle that is to be the first public event in the amphitheatre following dedication.

MGM—Assistant cashier Esther Blendman was convalescing from a fall. . . . Henry Ajello returned after recovering from an operation. . . . Manager Jerry Adams was passing out cigars celebrating the birth of a son on May 13. . . . The Pep Club picnic is slated for July 14.

RKO—Lillian Robertson, cashier, is back. . . . Also reporting back for duty was Joe Smith, night shipper. . . . Inspectress Lillie Pillow was on vacation. . . . Salesman Olmsted Knoy received a car from the company. . . . Miss Agnes Turner, new president-elect, Soroptimist Club, takes office on June 9. . . . Lillian Duke was promoted to head inspectress and Bob Dunning to head shipper.

PARAMOUNT—Ray Divver, head shipper, was on vacation. . . . Mrs. Josephine Evans was taking her vacation to be with her son, home from the Great Lakes Training School. . . . Bob Gruver, Glenburnie, Mi., was visiting after an attack of the mumps.

REPUBLIC—Office manager Albert Landgras was on vacation. . . . Betty Baker, cut of the hospital, is on the mend.

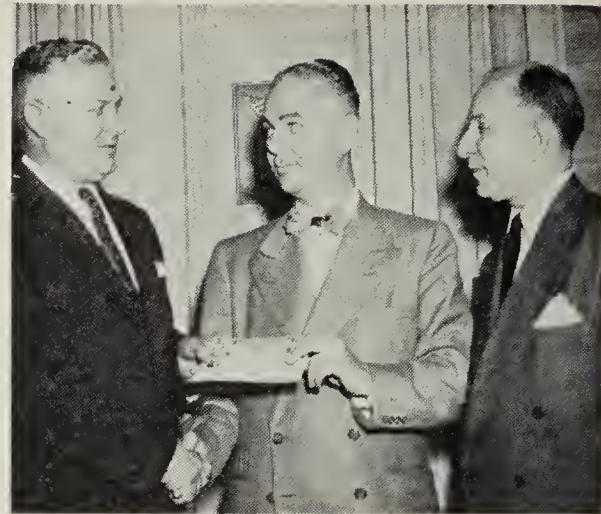
EQUITY—Former booker Nate Shore was visiting with his corporal's stripes. . . . Myron Mills was on the road again.

U-I—Miss Alice Keister went to Florida to vacation.

COLUMBIA—Sam Galanty was making a tour of Cleveland, Pittsburgh, and Cincinnati. . . . Ben Caplon returned from Virginia. . . . Mary Ellen Petrone resigned. . . . Anne Snyder returned. . . . Sid Zins was working on "The Brave Bulls." . . . Harriet Feldman, new telephone girl, formerly worked for MGM in New York City. . . . George Halpert, home office, was visiting.

LOEW'S—Esther Williams was in plus a group of six from Hawaii.

WB—Matt Cvetic came for the premiere of "I Was A Communist For The F.B.I." George Crouch, zone manager, Frank La Falce, publicity director, Florenz Hinz, his assistant, and Al Pratt, sound engineer, were on hand. Later there was a press and cocktail party for Cvetic, attended by Messrs. Crouch, La Falce, Pratt, Hinz and also George Werner, C. E. McGowan, L. F. Ribnitzki, James Root, and Arthur Shaftel. . . . George Werner, for 20 years a booker, resigned to undertake a new job as sales manager for the Carew Steel Products



Rodney Collier, center, manager, Stanley, Baltimore, Md., recently received \$250 in bonds as an award given by Paramount for his campaign on "At War With The Army." Making the presentation is George Crouch, left, Warner Theatres' zone manager, while at right is Frank La Falce, area publicity head.



Orville Crouch, left, eastern division manager, Loew's, recently exchanged greetings in Washington with Vincent P. Ahearn, executive director, President's Conference on Industrial Safety, on the occasion of the preview of MGM's Pete Smith short, "Bandage Bait," which deals with industrial safety. The film was shown to delegates attending the industrial safety meeting in Washington.

Company, York, Pa. He has purchased a new home in York. . . . Irma Williams, bookkeeper, and Agnes Sherwood, comptometer operator, contact department, left. Miss Williams is moving into a new job while Miss Sherwood is returning to her home due to her mother's illness. . . . Thelma Reardon is Arthur Shaftel's new secretary in the contact department. . . . Seymour Stone, boxoffice auditor, became a father for the second time when his wife presented him with a son on Mother's Day. . . . Ray Ayrey, home office field supervisor, will spend several weeks in the office.

Variety Club

The board of governors met. . . . A visitor was Jack Rose, Chicago. . . . A new member is Eugene Klavan. . . . Open house saw Robert Friend, mentalist, doing his entire act. . . . Members who attended the Convention in Philadelphia were: Morton Gerber, Jake Flax, Mr. and Mrs. Nathan D. Golden, R. Wade Pearson, Mr. and Mrs. Fred S. Kogod, Mr. and Mrs. Max Burka and Mr. and Mrs. Clark Davis. . . . Happy birthday to Herbert Sauber, Marvin Goldman, Allan Merine, Matt Windsor, Ben Siegel, Seymour Hoffman, James Cummings, Clyde

Tolson, Laney Payne, Ralph Deckelbaum, Leopold Freudberg, Hy Bettinger, Francis Sharkey, Dave Legum, and Melford Lewis.

A military motif prevailed at the gala world premiere of Allied Artists' "I Was An American Spy" at RKO Keith's. Scheduled to participate were an army band, a platoon of soldiers, and 20 shapely drum majorettes. A highlight was the introduction of Claire Phillips, famed spy in Manila whose World War II experiences are portrayed in the film by Ann Dvorak, co-starred with Gene Evans.

Jerry Pickman, Paramount's national director of advertising, publicity, and exploitation, was in to confer with local exhibitors and company representatives. While here, he took time out to discuss regional merchandising plans with Phil Isaacs, newly appointed branch manager.

Delaware Wilmington

A bill to allow continuous Sunday motion pictures after 2 p.m. in Wilmington passed both houses of the General Assembly, and was sent to Governor Elbert N. Carvel. Unlike the bill the governor pocket-vetoed two years ago, the present measure provides that it would still be unlawful to show motion pictures on Sunday within the limits of an incorporated city or town of less than 100,000 population before noon or between 6 and 8 p.m. The bill would eliminate, for Wilmington only, the "dead" period from 6 to 8 p.m.

Bill Wolf and Joseph Conway announced they were closing the Strand for the season. . . . Bill Russell set May 25 for opening of the new Kerry Drive-In. Concessions will be handled by Jim Ward, general manager, Blue Rocks baseball team. . . . Ben Shindler's Ace held a benefit show for the Brandywine Sanatorium, presented by Vicki Parks' "Stars of Tomorrow" show from WDEL-TV, with door prizes contributed. . . . William Colbourn joined the S-W Warner. . . . Ethel Maddy Light, was pinch-hitting at the S-W Warner. . . . Dorothy Cieplinski Drozdowski rejoined the S-W Grand. . . . Carl Schaeffer joined the S-W Warner. . . . Charlie Bungo, former Rialto aide, joined Eddie Mullins' hill-billy troupe, "Sons of the Western Swing."

—HENRY L. SHOLLY

Maryland Baltimore

Claire Phillips, famed author-heroine, Allied Artists' "I Was An American Spy," rode with Admiral Chester Nimitz at the head of the "I Am An American Day" parade. The film opens at the Towne.

Hagerstown

George A. Crouch, Warner Theatres' zone manager, announced the resignation of C. Joseph Cumiskey, manager, Academy, to become sales manager for a local firm. He served with WB continuously for 24 years.

Leonardtown

The Charlotte Hall Military Academy Orchestra presented "Sergeants Of Swing" at the New. . . . New manager Bob Wentworth played host to those attending the fifth annual firemen's convention. . . . Alex Martin, assistant manager, New, has a new car. . . . Billy Lee, New, spent some time at Camp Meade, Md., on National Guard refresher course duty. . . . Jack Fruchtman announced the acquisition of the Greenbelt, Greenbelt, Md. . . . A \$50 bond was awarded along with other prizes to children at the conclusion of the latest serial to play the Park, Lexington Park. . . . Viola Wilkinson, Park, Lexington Park, was on the sick list. . . . The Park, Lexington Park, was busy plugging "The Lemon Drop Kid" with a sports shirt tieup. . . . The Solomon's Island Parent Teachers Association, Calvert County, is sponsoring a showing of "Chinatown After Midnight" at the D. and L. in conjunction with a talent scout show.

New Jersey Trenton

In federal court, Samuel H. Riger, Hackensack, N. J., was fined \$500 by Judge Thomas M. Madden following his plea of guilty to 10 counts of violating copyright charges involving motion pictures. In addition, he was given a suspended sentence, and placed on probation for one year.

Pennsylvania Harrisburg

An impressive campaign was conducted by manager Sam Gilman and Ken Steckline, Loew's, for "Father's Little Dividend."

Bill McKay, maintenance man, Loew's, was the victim of a Believe-it-or-Not accident recently. He was sitting on his front porch listening to the radio when he fell asleep. He woke up after a time, and thinking he was in his bedroom, made a step, and plunged to the ground, suffering a broken right shoulderbone.

Ed Warner, manager, Dallas, Dallsatown, Pa., a Mark Rubinsky theatre, arranged a tieup with American Airlines for "Three Guys Named Mike."



Claire Phillips, author-heroine, is seen with Philippine Ambassador J. M. Elizalde in Washington, D. C., where she attended the recent world bow of Allied Artists' "I Was An American Spy."

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) May 24, 11, "Teresa" (Pier Angeli, John Ericson, Patricia Colline).

RKO (250 N. 13th) May 29, 2.30, "Hard, Fast and Beautiful" (Claire Trevor, Robert Clarke, Sally Forrest).

Lancaster

The West Lampeter Township School Board is considering the levy of an amusement tax. The tax would be similar to one slated by Lancaster Township, which calls for a one-cent levy on each 10 cents of admission. A spokesman for the School Board said that no decision will be reached until the board holds its budget meeting on June 4.

Reading

Mr. and Mrs. Robert Redcay are the parents of a nine-pound girl. Redcay is the assistant manager, Loew's.

The Mt. Penn Drive-In is boosting the Red Cross by asking pledges of a pint of blood of its patrons.

The Warner, Birk Binnard, manager, held over "The DuPont Story," over the original one-week run. Reading's showing was a satisfactory test of the picture's drawing powers, and it is to be shown in other large cities in the country. Manager Binnard, who has undergone hospital and surgical treatment for a back ailment for almost two years, is being congratulated on what is hoped is a complete recovery.

Manager Larry R. Levy, Loew's Colonial, went all out in boosting "Father's Little Dividend." In his exploitation campaign, Levy had the cooperation of Robert Redcay, Loew's assistant manager, and Ed Callper, MGM representative.

The Laurel, Laureldale, Pa., operated by Harry Friedland, lessee of the Majestic, Mt. Penn, Pa., has been closed temporarily.

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LO 4-0226

Virginia Norfolk

Setting final plans for the first showing of 20th Century-Fox's "The Frogmen" in connection with a two-day demonstration of the activities of the navy's famed underwater demolition teams, promotion manager Stirling Silliphant and publicity manager David Golding, of the film company, were conferring here with high navy officials. The screening and demonstration will take place when a contingent of newspaper, trade paper, magazine, and radio representatives will journey from New York to attend the operation at the Amphibious Forces Little Creek training base here. The demonstration, part of the navy's overall "Hell Week" activities, will show actual "Frogmen" operations, and serve as a weeding out point for trainees in the UDT program. Important military and naval officials will be on hand to greet the junketing newsmen, and detail the entire operation to them at first hand.

Richmond

The first formal presentation of the municipal sports arena proposal to City Council brought opposition to the scheme from Robert T. Barton, Jr., representing the amusement industry. Barton raised the question of whether the arena should be built with public funds, part of which come from taxes paid by the interests he represented. "It does occur to me that this would put the public in competition with private enterprise," Barton said.

Frank A. Bowling was transferred from Bristol to the Bellwood Drive-In. . . . The 546-car Pitts Drive-In, Fredericksburg, is now in operation under the management of John G. Smith. . . . Claire Phillips was in prior to the opening of "I Was an American Spy," Byrd. . . . Laurence Leonard, The News Leader sports editor, wrote a full column about "Follow the Sun," Byrd and State. The golf pros also helped out in publicising the picture.

William F. Crockett, president, Virginia Motion Picture Association, is recuperating at Beekman Towers, 3 Mitchell Place, New York City, from his recent operation at the Memorial Hospital. . . . Laverne Shipp is relief manager for several NT houses, including the Capitol, Westover, and Bellevue. . . . Marion "Pruny" Morrisette, Capitol projectionist, was over to the Westover doing booth relief, Jimmy Mathews still being out on account of illness.

Jimmy Ritchie, manager, East End and Patrick Henry, was up to Fredericksburg for the opening of the Pitts Drive-In. He also made several trips down to West Point.

Rupert Browning, from West Virginia, is now associated with Neighborhood Theatre, Inc., and is going through initial training for managerial duties here at various houses.

The May meeting of the Showman's Club was held at the National after a



George Balkin, right, manager, S-W Stanley, Philadelphia, recently won \$250 in savings bonds for the best exploitation campaign in the circuit on MGM's "King Solomon's Mines." Presenting the prize is Robert Lynch, MGM district manager, while looking on is Lou Formato, MGM branch head, Philadelphia.

midnight snack served at Milton and Deeb's. Among the boys on hand were: Jimmy Ritchie, Allen Brown, Sam Pulliam, Gordon Culley, Layton Ives, Bob Eagan, Charlie Hulbert, Bobby Hatcher, Joe Usolini, Frank Silveri, and Ober Boy.

Horace Woodburn, assistant manager, Grand, rode his motor bike up to Washington, and visited the zoo.

Paramount's new Washington branch manager Isaacs was in calling on Frank O'Brien, Morton G. Thalhimier, and Sam Bendheim, Jr. . . . Charlie Hulbert, manager, Colonial, was on vacation. . . . Charles Golding, auditor, Fabian Theatres and son of Lou Golding, was in on routine business.

Mrs. Addie Boyd, veteran boxoffice attendant, Colonial, is a proud grandmother for the seventh time, the newest grandson, Ronald Woodson Boyd, arriving on May 3.

The latest bulletin from the headquarters of the UMPTA announced that Robert T. Barton, Jr., counsel, has advised that the application of the Fire Insurance Rating Bureau for a 25 per cent increase in fire insurance rates on theatres was stricken out at the hearing on May 9. This means that there will be no increase in fire insurance rates on motion picture theatres unless, and until, further application is made



Washington's newest Commissioner, F. Joseph Donohue, was on hand recently to take part in the opening ceremonies of Sam Roth's new Park, Washington, D. C.

by the Rating Bureau, which is most unlikely.

Jack Groh and his VMPTA convention committee, consisting of Carlton Duffus, Seymour Hoffman, and George Peters, are holding regular meetings at the Jefferson Hotel where details are being worked out for the three-day meeting on June 18-20 at the Jefferson. The convention will open with registration of delegates, with the first meeting for exhibitors only. Following luncheon for exhibitors, their wives, and guests, a session will deal with cooperative advertising, the state tax fight and drive-in and television discussions. A sponsored cocktail party will be followed by a dinner dance with professional entertainment. On the last day of the convention, there will be a preview at the Westover, followed by election of officers and directors. The registration fee will be \$2.50 for the dinner-dance, which will include dinner, dancing, and a floor show. One hundred rooms have been reserved for the convention, and members planning to attend are requested to respond by postcard, designating what accommodations they may need. The cards should be mailed to Carlton Duffus, executive secretary, VMPTA, 202 East Cary Street Richmond, 19.

That hailstorm knocked out a lot of neon signs. . . . John Zenner, Westhampton manager, is the proud daddy of his third son, Paul Douglas Zenner, born at Stuart Circle Hospital. Mother and son are both doing very well. Grandfather A. O. Budina, architect, Neighborhood Theatre was in Chicago attending a convention at the time, but rushed here to see his newest grandson.

Arthur B. Holmes, chief of maintenance, Fabain's Colonial, is on vacation, recuperating from illness. . . . William Wagner is an addition to the Westhampton staff. . . . Mrs. George Stitzer, wife, assistant manager, Byrd, is recovering very nicely from an operation at Grace Hospital. . . . The Halifax, South Boston, will be closed for the summer. . . . Ira Avery, former local program manager, WRVA, is the author of a forthcoming MGM picture, "21 Days" . . . A new five per cent amusement tax went into effect at Virginia Beach. . . . In spite of two rainy days and the non-appearance of Esther Williams, stricken with an ear infection, Tom Baldrige, director-general, Winchester Apple Blossom Festival, reports that more tickets were sold to various events this year than in the record year 1950. He is the popular MGM exploiteer.

In connection with "Tokyo File 212," State and Capitol, RKO arranged for the appearance of eight geisha girls. . . . George Peters, Lcew's manager, held a special advance screening of "The Great Caruso." The picture was held over for an extra week. . . . Harvey Hudson, WLEE, held an unusual contest in connection with "The Thing," Byrd and State. Cash prizes and tickets were given to those persons who brought the most unusual "things" into the station.

—S.T.

COLUMBIA

Snake River Desperadoes (336) WESTERN 55M.

ESTIMATE: Fair series entry.

CAST: Charles Starrett, Smiley Burnette, Don "Brown Jug" Reynolds, Tommy Ivo, Monte Blue, Boyd "Red" Morgan, George Chesbro, John Pickard, Charles Horvath, Sam Flint, Duke York. Produced by Colbert Clark; directed by Fred F. Sears.

STORY: Charles "The Durango Kid" Starrett is asked by Indian youngster Don "Brown Jug" Reynolds to help stop renegade whites from selling rifles in Indian territory. Trading post operator Monte Blue is the real brains behind the gun-selling ring, and when Blue's nephew, Tommy Ivo, and Smiley Burnette are captured by Indians, Starrett goes to their rescue. At the same time, Starrett makes a peace treaty with the Indians. Meanwhile, Blue and aides stir up resentment among neighboring ranchers, and they finally attack the Indians. Starrett and a posse round up the Blue bad 'uns, and bring permanent peace.

X-RAY: This is in the usual series tradition. Barry Shipman's screen play follows the routine pattern, but Burnette's singing helps keep up the entertainment values. Among songs heard is Burnette's original song, "Brass Band Polka."

TIP ON BIDDING: Usual series price.

AD LINES: "Charles Starrett's Guns A-Blazin'; Smiley Burnette's Fun's Amazin'"; "The Durango Kid Rips The Fangs Out Of The King Snake Of The West."

When The Redskins Rode (339) MELODRAMA 78M. (Supercinecolor)

ESTIMATE: For the duallers.

CAST: Jon Hall, Mary Castle, James Seay, John Ridgely, Sherry Moreland, Pedro de Cordoba, John Dehner, Lewis L. Russell, William Bakewell, Gregory Gay, Rusty Westcott, Milton B. Kibbee, Rick Vallin. Produced by Sam Katzman; directed by Lew Landers.

STORY: In 1753, the French, eyeing English colonies in America, are stirring up incidents with the aid of Indian tribes. When James "George Washington" Seay, introduces his protege, Jon Hall, prince of the Delaware Indian nation and son of chief Pedro de Cordoba, into Williamsburg, Va., circles, Mary Castle, secretly a French spy, tries to swing him and his tribe to the French with the aid of her lover, another spy, John Dehner, who passes as a business man. The Indian raids cause the governor to send Seay out with men to protest to the French commandant in the area. Hall tells Castle, and an ambush is prepared. En route, they stop at de Cordoba's camp after avoiding an ambush. There Hall is greeted by his father as well as his childhood sweetheart, Sherry Moreland. de Cordoba refuses to permit his nation to tie up with either the French or the English. Going on, Seay and his men arrive at the French fort, and are taken prisoners. The commandant informs Seay that other tribes and soldiers are on their way to eliminate de Cordoba. Hall effects a rescue, and they save the Delawares. De Cordoba accompanies Seay back to Williamsburg, where a treaty is signed, and dispatched to England for ratification. After waiting, Castle and Dehner order de Cordoba killed, and the blame put on the colonists, but Moreland and Hall trail one of the killers to Castle, and she and Dehner are exposed. Hall leads his people out to lift the siege of an English fort, and save Seay.

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SECTION TWO
Vol. 46, No. 3

MAY 23, 1951

X-RAY: With action, intrigue, an interesting plot, okeh performances, this will fit into the duallers. The color is also helpful. This should make a pleasant entry for the younger set as well as for those fans who go for this type of action film. The story was written by Robert E. Kent.

TIP ON BIDDING: Program price.

AD LINES: "Indians Tried To Drive The Colonists Out, And The Result Is A Thrilling Action-Packed Film"; "Indians On The Warpath Tangle With Colonel George Washington"; "An Indian Prince And Colonel George Washington Team Their Talents."

LIPPERT

Pier 23 (5018) MELODRAMA 57M. (Spartan)

ESTIMATE: For the lower half.

CAST: Hugh Beaumont, Ann Savage, Edward Brophy, Richard Travis, Margia Dean, Mike Mazurki, David Bruce, Raymond Greenleaf, Eve Miller, Harry Hayden, Joy Lansing, Peter Mamakos, Chris Drake, Johnny Indrasano, Bill Varga, Richard Monahan, Charles Wagenheim. Produced and directed by William Berke.

STORY: Hugh Beaumont, private detective, agrees to carry a "pay-off" in a fixed wrestling match to crooked referee Johnny Indrasano. One of the wrestlers, Bill Varga, dies of a heart attack while wrestling Mike Mazurki. Beaumont collects the money from arena owner Peter Mamakos, but when he goes to deliver it to Indrasano, finds Margia Dean, Varga's wife, in the apartment with Mazurki. Mazurki knocks him out. Police Lieutenant Richard Travis finds Beaumont and body of Indrasano. Beaumont learns that Dean knew Varga's heart was bad, and that she and Mamakos planned to wed on his percentage of the gate, disposing of him legally through Mazurki. Beaumont then finds medical examiner Harry Hayden dead. Realizing that Beaumont knows too much, Mamakos and Dean plan to kill him but Mazurki arrives. Enraged, Mazurki strangles Mamakos and is shot by the dying Mamakos. Dean confesses. Later, Beaumont is approached by priest Raymond Greenleaf, who requests he contact Chris Drake, an escaped convict, and accompany him to Greenleaf's quarters. Drake agrees to go to Greenleaf, stopping first at the home of Drake's sister, Ann Savage. Beaumont is knocked out, and, when recovering, finds Drake's body on the floor. Greenleaf explains that Drake is not the man he wanted. Travis tells Beaumont the man he wanted has killed a cop. Beaumont learns from Savage that Drake had collected a

large debt from cafe owner David Bruce. They find Drake's other sister, Eve Miller, with Bruce. Beaumont tells Bruce how Savage double-crossed him and her brother to collect the money, and, after a fight, Bruce confesses both murders.

X-RAY: Second of a series, really two stories by Louis Morheim and Herbert Margolis, in one film, this will wind up on the lower half.

AD LINES: "Further Adventures Of 'Dennis O'Brien', Crime Detector Extraordinary"; "Thrilling Crime Action Drama"; "Ace Crime Detector In Further Brushes With Crime."

Roaring City (5016) MELODRAMA 61M. (Spartan)

ESTIMATE: For the lower half.

CAST: Hugh Beaumont, Edward Brophy, Richard Travis, Joan Valerie, Wanda McKay, Rebel Randall, William Tannen, Greg McClure, Anthony Warde, Abner Biberman, Stanley Price, Paul Brooks. Produced and directed by William Berke.

STORY: Private eye Hugh Beaumont, becomes entangled with crooked fight promoter Stanley Price, pug Greg McClure, and William Tannen. In the "fixed" fight, the other fighter dies, and McClure is in a jam. Beaumont learns McClure has been bumped off. With the aid of his pal, Edward Brophy, Beaumont connects Tannen with Rebel Randall, makes Tannen suspect the girl of having double crossed him. Just as Tannen is about to attack her, the police arrive, and arrest Tannen. Later, Joan Valerie asks Beaumont to pose as husband to her stepdaughter, Wanda McKay. She introduces him to Abner Biberman and Anthony Warde, who knock him out, and when Beaumont comes to he finds the dead body of McKay's real husband. At McKay's apartment, Beaumont finds both Biberman and Warde dead. The police accuse Beaumont but with an assist from Brophy, Beaumont finally pins the rap on Valerie and McKay, who had first killed McKay's husband and then crooks Biberman and Warde in order to get away with some bonds.

X-RAY: Another in this series concerning an unusual detective, from stories by Louis Morheim and Herbert Margolis, this will fit into the lower half. The two stories in one technique is employed again, each running about 30 minutes.

AD LINES: "He'd Do Anything For A Doll—Or A Dollar"; "Pistol-Point Suspense On The Streets Of The 'Roaring City'"; "Your Favorite Detective In Another Mystery Thriller."

The Service Section Is the Only Service Of Its Kind Giving A Full Coverage, Listing and Reviews Of All Features and Shorts Released In the Domestic Market.

MGM

Mr. Imperium (131)

ROMANTIC DRAMA
WITH MUSIC
87M.

(Color by Technicolor)

ESTIMATE: Names will make the difference.

CAST: Lana Turner, Ezio Pinza, Marjorie Main, Barry Sullivan, Sir Cedric Hardwicke, Debbie Reynolds, Ann Codee. Produced by Edwin H. Knopf; directed by Don Hartman.

STORY: When Lana Turner is a night club entertainer in Italy, she meets Ezio Pinza, a European prince. As romance blossoms, he receives word that he must return to his country as his father, the king, is dying, and leaves a note for Turner with Sir Cedric Hardwicke, a cabinet official, but the latter never passes it on. Years pass, and Turner becomes a big motion picture star associated with producer Barry Sullivan. She still has a romantic inclination for Pinza, and puts off Sullivan. Turner goes away on a vacation, and meets Pinza by pre-arrangement, the latter having taken time off from his kingly duties, awaiting a plebiscite. She persuades him to remain in America, and even to go into films, but Hardwicke shows up, persuades him that his people need him, and Turner is left once again.

X-RAY: While Turner and Pinza make an attractive enough team, and present their assignments in pleasant fashion, they are handicapped by a weak, insignificant story. Interest seems to wane after the film gets rolling, but the Technicolor, the music, names, and curiosity to see Pinza may aid at the boxoffice. Cast, production, and direction are average. Among the tunes heard are: "Let Me Look At You", "Andiamo", "My Love And My Mule", and "You Belong To My Heart." The screen play is by Edwin H. Knopf and Don Hartman.

TIP ON BIDDING: Fair program price.

AD LINES: "There's Music In The Air When Lana Turner And Ezio Pinza Get Together"; "The Film Everyone Has Been Waiting For"; "When 'South Pacific's' Ezio Pinza Meets Hollywood's Lana Turner, There's Entertainment In The Making."

MONOGRAM

Ghost Chasers (5112)

COMEDY
69M.

ESTIMATE: Okeh series entry.

CAST: Leo Gorcey, Huntz Hall, Lloyd Corrigan, Lela Bliss, Philip Van Zandt, Bernard Gorcey, Robert Coogan, Billy Benedict, Buddy Gorman, David Gorcey, Jan Kayne, Argentina Brunetti, Marshall Bradford, Michael Ross. Produced by Jan Grippo; directed by William Beaudine.

STORY: Leo Gorcey's mother tells him she is worried about an Italian neighbor, who is constantly thinking about her deceased son, killed in action during the war, and talking about going to a spiritualists' meeting. Billy Benedict decides to join a spiritualist group, and takes Huntz Hall with him. Baffled by the going-on, they upset the meeting. Gorcey learns the Italian neighbor is trying to raise money to give to the spiritualist, and he and the boys go to the headquarters, and break up the racket with an assist from detective Robert Coogan. The neighbor is convinced, and the boys resume their clowning.

X-RAY: The usual brand of "Bowery Boys" comedy keeps this from getting

serious at any time while the usual amount of eerie stuff and the spiritualism angles keep interest held throughout. The screen play was written by Charles R. Marion.

AD LINES: "They're Haunt-Happy And Spook-Slappy"; "They've Got Ants In Their Trance At A Seance"; "More Laughs Than You Can Shake A Sheet At."

REPUBLIC

Wells Fargo Gunmaster (5061)

WESTERN
60M.

ESTIMATE: Standard series offering.

CAST: Allan "Rocky" Lane, Chubby Jackson, Mary Ellen Kay, Michael Chapin, Roy Barcroft, Walter Reed, Stuart Randall, William Bakewell. Produced by Gordon Kay; directed by Philip Ford.

STORY: To get a line on a series of Wells Fargo robberies, Allan "Rocky" Lane poses as an outlaw, meets the contact man for the gang, Walter Reed, and is told he will be taken to meet the boss, and make a deal for the stolen bonds. The plan is to kill Lane, but on the way to the ambush, Lane saves the life of Reed's crippled kid brother, Michael Chapin. Reed tells Lane to get out of town. Gang leader Stuart Randall kills Reed. When the bonds are left in Reed's house, Lane and his sidekick, Chubby Jackson, leave them there as not to arouse the suspicions of Chapin and his sister, Mary Ellen Kay. Randall's gang capture Lane when he gets too close, and they force him to reveal where the bonds are hidden, Lane escapes, but before he and Jackson can get Randall, he runs off, using young Chapin as a shield. Lane brings him in. The reward money is used to pay for Chapin's operation on his foot.

X-RAY: Using the standard six-shooter plot, this holds nothing new. Performances, production, and direction are all up to par. The screen play is by M. Coates Webster.

AD LINES: "'Rocky' Lane Riding For Wells Fargo In The Wildest Days Of The West"; "What Was The Secret Of The Old Silver Mine?"; "As Exciting As A Blazing Six-Shooter."

UNITED ARTISTS

Naughty Arlette

DRAMA
86M.

(English-made)

ESTIMATE: Mild British offering for the art spots.

CAST: Mai Zetterling, Hugh Williams, Margot Grahame, Petula Clark, Carol Marsh, Margaret Barton, Raymond Lovell, Marie Ney, Paul Dupuis. Produced by Eric L'Epine Smith; directed by Edmond T. Greville.

STORY: The students of a girls' finishing school discover that the new instructor, Hugh Williams, is a male. All the girls but Mai Zetterling are impressed. Zetterling boasts that she could make Williams fall in love. Becoming a close friend to Williams' daughter, Petula Clark, Zetterling does get Williams to fall in love with her. She is ready to leave Williams with his family but Williams' wife, Margot Grahame, points out to her that she is young enough to be his daughter, and that she should leave him alone. This angers Zetterling, and she gets Williams to agree to run away with her. Clark goes to a wild Bohemian party, first making sure that her father will be there. Williams scolds Clark, and she points out that he is being just as childish. Williams then says goodbye to Zetterling, who pretends to be heartbroken,

although she intended to run off with someone else.

X-RAY: Told in typically British manner, this offers an entertaining study of a man reluctantly approaching middle age, who falls easy prey to a young, scheming young lady. The show should fit into the art spots. The screen play is by Edward Dryhurst and Peggy Barwell. Legion of Decency "B".

TIP ON BIDDING: Lowest bracket.

AD LINES: "The Story Of A Flirt"; "Men Could Never Forget 'Naughty Arlette'"; "A School Full Of Girls Plus One Man Equals Trouble."

U-International

Hollywood Story (124)

MYSTERY DRAMA
77M.

ESTIMATE: Interesting mystery drama.

CAST: Richard Conte, Julia Adams, Richard Egan, Henry Hull, Fred Clark, Jim Backus, Houseley Stevenson, Paul Cavanaugh, Katherine Meskill, Louis Lettieri. Produced by Leonard Goldstein; directed by William Castle.

STORY: When New York producer Richard Conte decides to try his hand at independent film production, he has his agent-friend, Jim Backus, find a studio that hasn't been used since the silent days. Conte learns that a top director was murdered there in 1929, and the killing was never solved. Fascinated by the case, Conte decides to film it. His partner, Fred Clark tries to dissuade him, and police lieutenant Richard Egan warns him that trouble could result but Conte decides to go ahead. He hires Henry Hull, who used to write for the dead director, to work on the script, and he casts such old timers as Francis X. Bushman, Betty Blythe, and William Farnum. Despite the begging of Julia Adams, daughter of a silent screen star who was a reputed sweetheart of the dead man, Conte goes on. He receives a call from the dead director's secretary to meet him but the latter is killed. Egan then reveals that he has arrested Paul Cavanaugh, matinee idol of the silent days and Adams' father, for the murder. Conte doesn't believe the case is ended, and confronts Clark with other evidence. Clark tells him that he was involved in the case but didn't kill the director. Conte discovers that Hull, brother of the dead director, was the killer, and a chase brings him down.

X-RAY: An unusual mystery, this has an old-time touch to it with the result that many of older patrons might be influenced to see this by plugging the stars of silent days. Otherwise there is a fairly interesting story, some good atmosphere, adequate performances, and direction, and suspense. The story and screen play are by Frederick Kohner and Fred Brady.

TIP ON BIDDING: Program price.

AD LINES: "A 21-Year-Old Murder Gives Hollywood The Jitters"; "What Happened In The Picture Studio 21 Years Ago?"; "An Unsolved Murder Of Hollywood's Silent Film Days."

WARNERS

Fort Worth

OUTDOOR MELODRAMA
80M.

(Color by Technicolor)

ESTIMATE: Above average outdoor meller.

CAST: Randolph Scott, David Brian, Phyllis Thaxter, Helena Carter, Dick Jones, Ray Teal, Emerson Treacy, Lawrence Tolan, Chubby Johnson. Produced by Anthony Veiller; directed by Edwin L. Marin.

STORY: Having exchanged a printing press for a gun in his fight for justice, Randolph Scott and his partner, Emerson Treacy, are returning to Texas. Phyllis Thaxter, whose father raised Scott, joins the wagons on her way to Fort Worth, Tex., to marry Scott's friend, David Brian. The wagon train passes a cattle herd driven by ruthless Ray Teal, who, hearing that Scott is around, attempts to kill him. A young boy is killed instead, and Scott swears to destroy Teal with the power of the press. In Fort Worth, Brian convinces Scott to set up his paper, and help him to make the town a cattle shipping center. When Scott's former fiancée, Helena Carter, accuses Brian of having been her lover, the two men quarrel. Scott learns that Treacy had been killed after writing an editorial about Brian. Brian convinces Scott to use the paper to lure Teal into a trap. However, when the trap is set, Brian turns his gun on Scott, telling him of his plan to run Texas. Scott escapes, and Teal and Brian come to get him. Before Brian can shoot, Thaxter kills him, and Scott gets Teal. Scott and Thaxter clinch.

X-RAY: With a number of selling angles, there is enough riding, shooting, and fighting to please most fans, and in addition, there is a better than average story that should widen the appeal. This was written by John Twist.

TIP ON BIDDING: Good program price.

AD LINES: "A Thrilling Saga Of The Building Of The West"; "Two Men Loved Her, And She Had To Choose Which One Would Die"; "Lust . . . Violence . . . Passion Rode The Streets Of Fort Worth."

FOREIGN

Au Grand Balcon

DRAMA
97M.

(Hakim)

(French-made) (English titles)

ESTIMATE: Routine French import.

CAST: Pierre Fresnay, Georges Marchal, Jeannine Crispin, Germaine Michel, Suzanne Dehelly, Clement Thierry, Robert Arnoux, Abel Jacquin. Produced by R. Borderie; directed by Henri Decoin.

STORY: A former ace in the French air force in World War I, Georges Marchal hopes to get into civil aviation, and joins his former mechanic, Robert Arnoux, at a small hotel, Au Grand Balcon. Arnoux works for Pierre Fresnay, who runs a small airline and whose only desire is to establish an airline to carry passengers and mail all over the world. Marchal is joined by other pilots, and, because of Fresnay's fanatical desire to establish air schedules in all types of weather, many flyers die. Marchal hates Fresnay but he can not help but follow his lead. As the routes expand, Fresnay puts Marchal in charge of a base in Spanish North Africa. Resentful at being grounded, forced to use Fresnay's brutal methods, Marchal can not quit the line, which has grown to mean so much to him. Fresnay orders Marchal back to France, although Marchal's friend Clement Thierry, dying, is asking for him. Upon his return Marchal learns from Fresnay that he has been selected to make the first trans-Atlantic flight carrying mail. Thrilled, Marchal takes off.

X-RAY: This is a fairly interesting attempt to study the men and machines that helped to develop commercial aviation. Fresnay, as the fanatically determined aviation pioneer, give a taut performance but the film has a tendency to wander. There is little suspense created. The screen play is by Joseph Kessel.

AD LINES: "A Thrilling Story Of Planes, The Men Who Fly Them, And The Women Who Wait"; "Pierre Fresnay In One Of His Finest Roles"; "What Made This Man Send His Friends To Their Deaths?"

Ballet Concert

COMPILATION
54M.

(Artkino)

(Russian-made)

ESTIMATE: Ballet offering has limited appeal.

CAST: Made up of many Russian ballet corps and groups of authentic Soviet folk-dancers.

STORY: Made up of a series of unrelated dance episodes, each presents different groups of dancers. The selections presented vary from excerpts from classic ballets to examples of Russian folk dances. One series illustrates the different costumes and dances of some of the outlying and lesser known Soviets. A scene from a Russian peasant ballet is then presented. Next follows a ballet novelty, with the dancers imitating the gyrations of ice skaters. After a group of short classic dances, a solo on a strange stringed instrument is offered. The final selection is a long scene from the "Swan Lake" ballet.

X-RAY: Students of Russian folklore and ballet may find this an interesting offering. Included are: "Waltz Of The Flowers", "The Swan", "The Swan Lake Adagio", and native folk tunes.

AD LINES: "Ballet As The Russians Present It"; "If You Love The Dance, See 'Ballet Concert'"; "A Collection Of Ballet And Folk Dances."

The Emperor's Nightingale

NOVELTY
70M.

(Rembrandt)

(Nu-Agfa Color)

(Czech-made)

(English narration)

ESTIMATE: Delightful art house offering.

CAST: Narrated by Boris Karloff with a cast of animated puppets. Produced and directed by Jiri Trnka.

STORY: A rich little boy lives in a big house with many expensive toys, and is never allowed to go outside the walls. In his sleep, he dreams the story of the emperor's nightingale. The emperor lives in his porcelain palace, and his life is lived according to strict rules. When a visitor leaves the emperor a book showing the wonders of China, he is puzzled by the nightingale. He orders one brought but no one knows where to find one. Finally, a kitchen maid leads them into the forest, and the bird agrees to go back to the palace. The emperor is so thrilled by the bird's song that he begs it to remain. On the emperor's birthday, he receives a mechanical nightingale that sings whenever wound up. The emperor is fascinated by the toy and ignores the real bird, which flies away. The emperor becomes bored with the toy, longs for the nightingale, and becomes very ill. But just as Death is about to take him, the nightingale arrives, and charms away Death. The emperor recovers, and abolishes all the silly rules that had kept him from enjoying the wonders of living. The boy then awakens from his dream, runs out, climbs the gates, and goes to play with the little girl outside.

X-RAY: This entertaining import can be enjoyed on two levels. The youngsters will like the famous fairy tale, and the adults can find interesting satire and philosophy present. Karloff does a good job as narrator, and the fine musical score gives this production a big boost. The rather delicate coloring helps sustain the mood of the film. This entry has the angles, and should do well along the art house circuit. The English narration is written by Phyllis McGinley.

AD LINES: "A Film The Entire Family Won't Want To Miss"; "As Delightful As The Song Of The Nightingale"; "A Delightful New Form Of Film Entertainment."

Krakatit

DRAMA FANTASY
102M.

(Artkino)

(Czech-made)

(English titles)

ESTIMATE: Unusual anti-war entry for the art houses.

CAST: Karek Hoger, Florence Marly, Frantisek Smolik, Edvard Linkers, Vlasta Fabianova, Natasa Tanska, Miroslav Homola, Bedrich Vrbsky. Produced and directed by Otakar Vavra.

STORY: While a doctor works to save the life of a man found in the streets, the patient relives the events of the past in part fact, part fantasy fashion. Karek Hoger is a chemist who has discovered an atomic explosive he calls Krakatit. He gets hurt when it explodes. Wandering, he meets Miroslav Homola, and in his delirium, tells about his discovery. When Hoger realizes what he has done, he tries to find Homola at her father's home. Hoger collapses when he gets to the home of Doctor Frantisek Smolik, who, with the help of his daughter, Natasa Tanska, nurses him back to health. Hoger is happy with the quiet life until he sees an ad in the paper about Krakatit. He meets Edvard Linkers, who represents a foreign power, but when Hoger refuses the offer to sell the secret of the explosive, he is kidnapped, and taken to the palace where Hoger meets princess Florence Marly, and they fall in love. When Marly is forced to use her love to get Hoger to work on the Krakatit, he turns on her, and escapes with the aid of baron Bedrich Vrbsky. Vrbsky knows that the Krakatit can be set off by a powerful radio beam, and he has built a station for that purpose. Vrbsky shows Hoger how it works by setting off explosions all over the globe. Horrified, Hoger runs off, and decides to work on an invention for peace.

X-RAY: Based on a novel which, in 1920, foretold the atomic bomb, this strange offering has a powerful anti-war theme, and is filled with symbolism and fantasy that at times is difficult to follow. Hoger turns in a fine performance as the confused scientist. This is based on a novel by Karel Capek.

AD LINES: "The Future Of Civilization Balanced On The One Word, 'Krakatit'"; "A Film That Foretold The Horrors Of The Atomic Age"; "Powerful And Terrifying."

The Secret of Mayerling

HISTORICAL DRAMA
97M.

(Commercial)

(French-made) (English titles)

ESTIMATE: Okeh art house attraction.

CAST: Jean Marais, Dominique Blanchard, Claude Farrel, Silvia Montfort, Jeanne Marken, Jacques Deaquimine, Michel Vitold. Directed by Jean Delannoy.

STORY: The body of the Crown Prince of Austria, Jean Marais, is brought to the palace. Meanwhile, in the shadows of the castle, a young girl is secretly buried. The Court doctors say that Marais could not have been a suicide, but the emperor orders them to sign the necessary papers declaring that his son was a suicide. In a long flashback, Countess Claude Farrel remembers the events that led to the death of two people she loved. Marais was the idol of all women, including 17-year-old Dominique Blanchard, and while at first he is amused at her childish adoration, it gradually turns into love. Marais heads a group opposed to his father's political leanings, but the Emperor learns of the plot, and the leaders are rounded up. Marais learns of this while he and Blanchard are at his hunting lodge at Mayerling. A messenger from the emperor arrives requesting that Marais sign a paper giving

up all right to the throne, and go into exile if he wishes to save his life; but he refuses, and he and Blanchar decide to commit suicide. They write suicide notes, but Marais changes his mind, and signs the paper. Before the lovers can leave, an assassin kills them both.

X-RAY: Supposedly based on a new information about the famous Mayerling case this import has some engrossing moments. Blanchar is captivating as the innocent young lover. The film's main fault is that it is rather long on talk and short on movement and action. The screen play is by Jacques Remey.

AD LINES: "The Greatest Love Story Since Romeo And Juliet"; "Startling New Information About The Famous Lovers Of Mayerling"; "Was It Suicide?"

Young Guard

DRAMA
134m.

(Artkino)

(Russian-made) (English titles)

ESTIMATE: Above average Russian import.

CAST: Vladimir Ivanov, Tamara Marakova, Irene Marakova, S. Gurso, B. Vitiukov, Nonna Mordiyukova, S. Bondarchuk. Directed by Sergei Gerasimov.

STORY: When the Germans occupy a small Russian town the young people remain. At first their activities are unorganized, and then Vladimir Ivanov decides to organize a regular underground organization. Working in small teams, the group annoys the occupying forces, and the Nazis prepare files on all the young women in preparation to sending them to Germany. Eventually, the young people organize a musical concert to entertain the Germans, and during the concert Vitiukov and Irene Marakova set on fire the building with the records. The Nazis finally capture some members of the organization, who are forced to talk. Rather than run away, the rest stay, and all the leaders are arrested. With the sound of Russian guns in the distance, the youngsters are killed by the Nazis.

X-RAY: This Soviet entry features some attractive young women, and has a little love interest to break up the war theme. It was written by Sergei Gerasimov.

AD LINES: "Thrilling Story Of Russian Youth Under Nazi Rule"; "Boys And Girls Fighting The Might Of The German Army"; "An Amazing True Story Of Heroism."

The Shorts Parade

TWO REEL

Comedy

TINHORN TROUBADOURS. RKO—Comedy Specials. 16m. The song-and-dance team of Jack Kirkwood and Wally Brown has been a long time between engagements. The landlady threatens to throw them out so they give her some worthless television stock. When the two boys go to a TV station to get on a show, they learn that they can get \$6,000 for the stock. They sneak back to the boarding house, and finally get the stock. They rush to the studio only to learn it is the wrong issue. FAIR. (13404).

Musical

THE SPORTSMEN AND ZIGGY ELMAN'S ORCHESTRA. U-International—Name Band Musicals. 15m. Opening with Ziggy Elman's famous version of "And The Angels Sing," this moves along at a nice clip. The Sportsmen quartet comes on to do a breezy rendition of "Black Ball Ferry Line." While the band plays "Zig's Mambo," the Knight Sisters, an acrobatic act, per-

form an interesting stint. Shifting from a large night club set to a small intimate room, the Mel Henke Trio gives a real good performance of "In A Spanish Town." The Sportsmen come on again for a medley made up of "Last Night On The Back Porch" and "Kitty From Kansas City," and the short closes with the band doing "Samba With Zig." GOOD. (6309).

ONE REEL

Color Cartoon

ALPINE FOR YOU. Paramount—Pop-eye. 7m. Popeye and Olive are enjoying a mountain climb when Bluto spies Olive, and decides to steal her from Popeye. Bluto cuts the ropes, and while Popeye is busy trying to save his life, he grabs Olive. Meanwhile, Popeye has fallen into the snow, and is frozen in a block of ice. A St. Bernard dog arrives, and gives him a drink of liquid spinach. Popeye revives to answer Olive's cries for help. GOOD. (E10-6).

LAND OF LOST WATCHES. Paramount—Noveltoons. 9m. Billy and Isabel catch a talking fish, Red Lantern, who takes them with him to the strange Land of the Lost under the sea. While there, the children see their father's lost watch, Wally, who introduces them to his girl friend. It appears that they will be separated when Wally is sent to the watch-pital, and his girl to perform in the circus. However, they are re-united when she gets hurt, and Wally helps her recover. GOOD. (P10-7).

RABBIT FIRE. Warners—Bugs Bunny Specials. 7m. Elmer runs into both Bugs Bunny and the crazy duck, and between the latter two confusing Elmer as to whether it is legal to hunt rabbits or ducks, and each trying to outwit the other, this is one of the funniest numbers of the series in some time. The pair eventually call it an Elmer season, and wind up chasing him. EXCELLENT. (7724).

ROOM AND BIRD. Warners—Merrie Melodies. 7m. Tweetie is back, as the pet of an old woman living in an apartment where no pets are allowed. Sylvester, the cat, is the pet of another woman, and although he constantly is foiled in his attempt to eat Tweetie, the two have a common enemy, the house detective. Thanks to Tweetie, this is one of the better series entries. GOOD. (7714).

SPRINGTIME SERENADE. U-International—Walter Lantz Cartune Reissues. 7m. All the animals of the forest and barn yard are preparing for spring, and Oswald Rabbit and Mrs. Rabbit are readying their summer resort for the new season. When Professor Groundhog warns the animals that he cannot see his shadow, and that spring is still a few weeks off, they all laugh. However, it starts to snow, and the animals go back to their winter homes. GOOD. (6328).

WICKET WACKY. U-International—Woody Woodpecker Cartunes. 7m. Woody Woodpecker spies a croquet set on the lawn of a private estate. His playing disturbs Goofy Gopher, who has his home under the lawn. Goofy tries to get Woody to stop, but he refuses. After a series of fights, Goofy thinks that he has killed Woody, and faints. Woody recovers, and sees Goofy on the ground. Worried, he helps revive the Gopher, and the two go off together, friends. GOOD. (6353).

Color Musicals

MINERS FORTY NINERS. Paramount—Screen Songs. 7m. This tells of the discovery of gold in California, with scenes of the wild rush, Indians selling ice cream and hot dogs along the way, and the

different methods used to get the gold. After a hard day, the miners go into the cafe, where they join in singing "Clementine." The bouncing ball then takes over to help the audience. EXCELLENT. (X10-5).

Novelty

CANDID MICROPHONE No. 5. Columbia-Candid Microphone. 10m. Allen Funt interviews a tailor regarding a full dress suit for a monkey; and in a photo shop, he confuses a couple of women whose prints are missing. This is in the usual series pattern, with lots of laughs. GOOD. (3555).

CLUBBY CUB. U-International—Variety Views. 8m. The camera visits the London Zoo to spend a day with Brumas, a newly-born polar bear cub, and the most popular attraction in the zoo. The cub is seen cavorting with her mother, learning to swim, and, finally, at feeding and sleeping time. Some unimaginative photography and rather weak commentary make this entry slightly dull. FAIR. (6346).

THE LITTLEST EXPERT. Paramount—Pacemakers. 10m. Utilizing the services of nine-year-old baseball expert Charley Hankinson as narrator, this presents film highlights from World Series of the past, starting with the first ever filmed in 1909. Ball fans should enjoy seeing Home Run Baker, Lou Gehrig, Eddie Collins, Babe Ruth, and others. The short closes with a salute to the stars of today, Ted Williams, Jackie Robinson, and Joe DiMaggio. GOOD. (K10-6).

Sports

THE JUMPING OFF PLACE. Paramount—Grantland Rice Sportlights. 10m. This deals with the ski jump activities around Steamboat Springs, in the Colorado Rockies, Gordon Wren, former Olympic skier, teaches the youngsters free of charge, and jumping champions attend the annual winter carnival, the oldest in this country. After a brisk session of jumping, the crowd enjoys a splashing around in the mineral water springs, where the temperature is over 100 degrees. GOOD. (R10-9).

Color Travel

HAWAII. Republic—This World of Ours. 10m. While the Trucolor adds some lustre, the subject matter is familiar, showing Honolulu, other shots of the islands, natives dancing, scenes of some industries, etc. FAIR. (5705).

A WORD TO THE GREEKS. MGM—Fitzpatrick Traveltaks. 8m. The Technicolor camera covers Athens, Rhodes, the Greek people, etc., and is an ordinary routine subject. FAIR. (P-215).

Too Late To Classify

Features

Night Unto Morning (130)

DRAMA
86m.

(MGM)

ESTIMATE: Interesting programmer has the angles.

CAST: Ray Milland, John Hodiak, Nancy Davis, Lewis Stone, Jean Hagen, Rosemary De Camp, Dawn Addams, Jonathan Cott, Mary Lawrence. Produced by Edwin H. Knopf; directed by Fletcher Markle.

STORY: English professor Ray Milland lives with his wife, Rosemary De Camp, and young son in a small university town. Their house catches fire, killing the wife and child. Milland never breaks down,

which worries his best friend, professor John Hodiak and his widowed fiancée, Nancy Davis. Milland moves into a hotel, and slowly turns into a drunkard. Davis repeatedly tries to help Milland. Milland gives his students a tough final exam, and senior Jonathan Cott flunks, which means he can't graduate or marry his girl, Dawn Addams. Addams goes to see Milland, who, drunk and dejected, gets into an auto accident with her. No one is hurt, but Milland is given a suspended sentence, and decides to commit suicide. First, he gives Cott another test, and wills everything to Hodiak and Davis. Davis senses what Milland is going to do, stops him. Milland finally comes around, and knows everything will be okeh.

X-RAY: Here is a well-made, sensitively directed film that gives Milland excellent acting opportunities, and while there is a depressing note, the film has been well handled. While it is not the type of show which dents boxoffice records, it represents an intelligent attempt, and any audience should find it of interest. The subject matter may hit too close to home with those who have lost loved one in similar circumstances, but this does not minimize the merits of the production. Hodiak, Davis, and others are all good. The story, written by Karl Tunberg and Leonard Spigelgass, contains some spots of excellent dialogue.

TIP ON BIDDING: Fair program price.

AD LINES: "Ray Milland's Greatest Role Since 'The Lost Weekend'"; "A Story That Every Man And Woman Can Understand"; "It Took A Moment To Happen But A Lifetime To Forget."

In Old Amarillo (5043)

MUSICAL WESTERN
67M.

(Republic)

ESTIMATE: Okeh series entry.

CAST: Roy Rogers, Estelita Rodriguez, Penny Edwards, Pinky Lee, Roy Barcroft, Pierre Watkin, Ken Howell, Elisabeth Risdon, Roy Rogers Riders. Produced by Edward J. White; directed by William Witney.

STORY: Roy Rogers, trouble shooter for wealthy cattle man Pierre Watkin, investigates conditions in drought-stricken Amarillo, and learns that Roy Barcroft is trying to buy up the cattle of small ranchers like Elisabeth Risdon, and open a meat packing plant. When Watkin sends in water tanks, Barcroft's gang blows them up. Watkin's spoiled son, Ken Howell, represents being sent to the ranch, and goes in with Barcroft. At Rogers' suggestion, the ranchers raise enough money to bring in a scientific rainmaker. However, Barcroft forces Howell to fly a plane, and he shoots down the rainmaker. Howell's jealous sweetheart, Estelita Rodriguez, reveals his part in the killing, and Rogers and Watkin go after Howell and Barcroft's gang. Howell realizes he has been wrong, and he tries to get to the plane, and seed the clouds. Before he can do it, Barcroft shoots him. However, he gets into the plane and creates the needed rainfall. Rogers, and his friends, round up the gang.

X-RAY: This combines elements of the western and modern day living, with satisfactory results. The action moves along, and Pinky Lee turns in some good comic bits. Although not given too much to do, Rodriguez contributes extra spice and bounce. The screen play is by Sloan Nibley. Songs heard include: "In Old Amarillo", "Under The Lone Star Moon", "If I Ever Fall In Love", and "Wasteland."

AD LINES: "Roy Rogers Has To Lick The Sky As Well As A Gang Of Killers"; "His Own Father Wanted To Bring Him In For Murder"; "It Took An Old Six-Shooter And A Modern Plane To Battle A Mob."

The Man With My Face

MELODRAMA
79M.

(UA) (Gardner)
(Made in Puerto Rico)

ESTIMATE: Suspenseful programmer.

CAST: Barry Nelson, Lynn Ainley, John Harvey, Carole Matthews, Jim Boles, Jack Warden, Henry Lascoe, Johnny Kane. Produced by Edward F. Gardner; directed by Edward J. Montaigne.

STORY: Barry Nelson, American accountant, married and living in Puerto Rico, returns home, finds another man in his place who talks and looks like him. Driven from the house, Nelson is picked up by the police but gets away. His double is a bank robber-killer seeking a hideout while he disposes of bonds, a setup planned for several years, even to getting Nelson to marry Lynn Ainley, and going into business with her brother, John Harvey. Seeking help, Nelson looks up old sweetheart Carole Matthews and her brother, Jack Warden. Nelson then learns that his early romance with Matthews was disrupted to help the impersonation, and that his dog was killed and another substituted. When a salesman who knows Nelson meets the double, he demands a cut, and is killed when the double's henchman, dog trainer, Jim Boles, turns his killer dog loose. The killer picks up Nelson, and tries to trap Matthews but she is too smart, and the police close in. When Nelson's double tries to get away, Boles mistakenly sets the dog on him, and they both go over a cliff. Nelson is reunited with Matthews, and his identity reestablished.

X-RAY: An interesting yarn, on the spot location photography, and suspense put this in the satisfactory programmer class. The cast is adequate, with Nelson doing a good job and the direction and production are okeh. The screen play is by Samuel W. Taylor and T. J. McGowan, from a novel by Samuel W. Taylor. The title should arouse some curiosity. Legion of Decency: "B".

TIP ON BIDDING: Program price.

AD LINES: "He Came Home One Day To Find That He Wasn't Himself"; "Mystery And Suspense On The Isle Of Puerto Rico"; "Barry Nelson Can't Prove His Identity When He Comes Up Against Murder."

Francis Goes To The Races (125)

FARCE
87M.

(U-I)

ESTIMATE: Highly amusing sequel should ride into the better money.

CAST: Donald O'Connor, Piper Laurie, Cecil Kellaway, Jesse White, Barry Kelley, Hayden Rorke, Vaughn Taylor, Larry Keating, Peter Brocco, Ed Max, Don Beddoe, Jack Wilson, Bill Walker, George Webster, Francis. Produced by Leonard Goldstein; directed by Arthur Lubin.

STORY: Donald O'Connor loses his job in a bank when the manager refuses to believe that Francis, a mule, can talk, and together O'Connor and Francis decide to travel. The mule discovers a stable of racing thoroughbreds, and decides to remain. The mule and horses are moved to the track, and Piper Laurie, daughter of racing tycoon Cecil Kellaway, gives O'Connor a lift. The mule tips off O'Connor to bet on the winning horse so that he can get himself some carfare home. The horse wins, and the track police become interested. Kellaway gives O'Connor a job. Racketeer Hayden Rorke, who loaned Kellaway large sums of money, takes his horses when he can't make good. Laurie, who has \$25,000, asks O'Connor to buy back the favorite but the crooks talk him into buying another horse. O'Connor, determined to get back Laurie's money, succeeds in picking seven winners in a row. Some racketeers forcibly persuade O'Connor to do some betting for their syndicate, but O'Connor loses, and is told to leave town. Francis gets drunk enough to talk

to Kellaway and Laurie, and tells them that their horse can win with the right guidance. The horse wins in unusual fashion, and the racing association demands an explanation, which Francis provides.

X-RAY: Bearing in mind the success of the first "Francis", this should follow in its footsteps. A sneak preview audience seemed to enjoy itself aplenty as the antics of Francis and O'Connor got under way, and the laughter was hearty throughout. The story is amusing, the cast performs in good fashion, and, of course, this is pre-sold by the initial entry. The pace is fast, and well maintained. The screen play is by Oscar Brodney and David Stern from the story by Robert Arthur.

TIP ON BIDDING: Good program price.

AD LINES: "Come On To The Races With Francis And Pick Yourself A Winner In Entertainment"; "Forget Your Troubles, And Take A Tip On The Races From Francis"; "The Odds Are All On Your Having A Funfest."

Inside The Walls Of Folsom Prison (026)

MELODRAMA
87M.

(Warners)

ESTIMATE: Prison film can be sold to the hilt.

CAST: Steve Cochran, David Brian, Philip Carey, Ted de Corsia, Scott Forbes, Lawrence Toland, Dick Wesson, Paul Picerni, William Campbell. Produced by Bryan Foy; written and directed by Crane Wilbur.

STORY: Prior to 1944, when reforms were enacted, Folsom State Prison in California was a miserable place for inmates under warden Ted de Corsia. A break is attempted, and some guards are killed, as are some convicts. The leaders are brutally punished. David Brian, enlightened penologist, arrives, and de Corsia permits him to make some changes, figuring he will discredit himself. Convict Philip Carey, expert in explosives, due to be paroled, starts for town, discovers a would-be escapee in his truck, and warns the guard so that his parole won't be jeopardized. When some of the others learn of this Carey is "accidentally" killed. Brian accuses de Corsia of "murder," and resigns. Convict Steve Cochran decides the time is ripe for a carefully-planned break, but things go wrong, and the escapees are under siege, during which de Corsia is killed. Faced by the militia, most of the convicts surrender, and a dynamite blast kills Cochran and the other holdouts. This brings on the needed reforms.

X-RAY: The seething excitement of imprisoned men, their conflicts, and desires for freedom are well captured; the story is presented in interesting fashion, the cast performs ably, the direction and production are good, and the whole film shapes up as a better than average prison meller. It's not pleasant entertainment but it is forceful, and adults who go for this type of film should put their approval on this entry. Legion of Decency: "B".

TIP ON BIDDING: Fair program price.

AD LINES: "Murder And Intrigue Are To Be Found 'Inside The Walls Of Folsom Prison'"; "They Wanted Out, And Decided To Let Nothing Stand In Their Way"; "Thrills And Chills 'Inside The Walls Of Folsom Prison'."

Shorts:

MANSION OF THE PRESIDENT OF FRANCE. Fides. 27m. In this French-made subject, the camera takes the viewer on an intensive tour through the halls of the mansion of the president of France. The pictures and furnishings tell a great deal of the history of France, and through the use of old newsreels past presidents are shown. The short then gives a detailed account of a typical day in the life of the president. This is a well-organized, interesting offering. GOOD.

National Release Dates, Production Numbers On '49-'50; '50-'51 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1949-50 and 1950-51 product, accurate to time of publication.—Ed.)

Allied Artists

(For 1949-50 listing, see Page 2990)

AA17	Southside 1-1000	Nov.
AA18	Short Grass	Dec.
AA19	I Was An American Spy	May
AA20	The Highwayman	Aug.
	Disc Jockey	July

Columbia

(For 1949-50 listing, see Page 2990)

301	Gasoline Alley	Jan.
303	The Texan Meets Calamity Jane	Nov.
304	When You're Smiling	Sept.
305	The Tougher They Come	Dec.
307	Counterspy Meets Scotland Yard	Feb.
308	My True Story	Mar.
310	King Of The Wild Horses	Apr.
311	Rookie Fireman	Oct.
312	Revenue Agent	Feb.
313	Chain Gang	Nov.
314	Flame Of Stamboul	Apr.
315	Smuggler's Gold	May
317	The Petty Girl	Sept.
318	Saturday's Hero	May
319	711 Ocean Drive	July
320	Valentino	Apr.
321	The Brave Bulls	May
323	Harriet Craig	Nov.
324	Convicted	Aug.
325	The Texas Rangers	
327	Al Jennings Of Oklahoma	Mar.
328	Between Midnight And Dawn	Oct.
329	Fury Of The Congo	Apr.
330	Santa Fe	May
331	The Great Manhunt	Dec.
332	Emergency Wedding	Nov.
333	Operation X	Feb.
334	Stage Ta Tucson	Jan.
335	The Flying Missile	Jan.
336	Lorna Doone	June
337	Dick Turpin's Ride	
338	The Killer That Stalked New York	Dec.
339	When The Redskins Rode	May
340	He's A Cockeyed Wonder	Dec.
341	Last Of The Buccaneers	Oct.
342	Pygmy Island	Nov.
343	Her Wonderful Lie	
344	Born Yesterday	Feb.
346	A Yank In Korea	Feb.
347	M	Mar.
351	Gene Autry And The Mounties	Jan.
352	Texans Never Cry	Mar.
354	Whirlwind	Apr.
358	Her First Romance	May
361	Lightning Guns	Dec.
362	Raiders Of Tomahawk Creek	Oct.
363	Prairie Roundup	Jan.
364	Ridin' The Outlaw Trail	Feb.
365	Fort Savage Raiders	Mar.
366	Snake River Desperadoes	May
367	Bonanza Town	
	The Vatican	Dec.

Lippert

(Screen Guild)

(For 1949-50 listing, see Page 2990)

5003	Little Big Horn	June
5006	The Steel Helmet	Feb.
5007	Kentucky Jubilee	May
5009	3 Desperate Men	Jan.
5011	Bandit Queen	Dec.
5013	Mask Of The Dragon	Mar.
5014	Stop That Cab	Mar.
5015	Fingerprints Don't Lie	Feb.
5016	Roaring City	May
5017	Danger Zone	Apr.
5018	Pier 23	May

Metro-Goldwyn-Mayer

(For 1949-50 listing, see Page 2916)

101	A Life Of Her Own	Sept.
102	Devil's Doorway	Sept.
103	The Toast Of New Orleans	Sept.
104	Right Cross	Oct.
105	To Please A Lady	Oct.
106	The Miniver Story	Oct.
107	Diol 1119	Nov.
108	Two Weeks With Love	Nov.
109	King Solomon's Mines	Nov.
110	The Next Voice You Hear	Oct.
111	Mrs. O'Malley And Mr. Malone	Dec.
112	Pagan Love Song	Dec.
113	Watch The Birdie	Jan.
114	Grounds For Marriage	Jan.
115	Kim	Jan.
116	The Magnificent Yankee	Feb.
117	Vengeance Valley	Feb.
118	Cause For Alarm	Feb.
119	Three Guys Named Mike	Mar.

120	The Red Badge Of Courage	
121	Royal Wedding	Mar.
122	Across The Wide Missouri	
123	Inside Straight	Mar.
124	Father's Little Dividend	Apr.
125	The Painted Hills	May
126	Soldiers Three	Apr.
127	The Great Caruso	Apr.
145	The M-G-M Story	Mar.
128	Home Town Story	May
129	Go For Broke	May
130	Night Into Morning	June
131	Mr. Imperium	June
	No Questions Asked	June
	Excuse My Dust	June

Monogram

(For 1949-1950 listing, see Page 3073)

5101	Cavalry Scout	May 13
5107	Sierra Passage	Jan. 7
5109	The Lion Hunters	Mar. 25
5111	Bowery Battalion	Jan. 21
5112	Ghost Chasers	Apr. 29
5115	Rhythm Inn	Feb. 11
5117	Joe Palooka In The Squared Circle	Nov. 5
5120	Navy Bound	Mar. 4
5122	According To Mrs. Hoyle	May 20
5141	Man From Sonora	Mar. 11
5142	Blazing Bullets	May 6
5151	Canyon Raiders	Apr. 8
5152	Nevada Badmen	May 27
5191	The Vicious Years	Feb. 18
5192	Gypsy Fury	Mar. 18
5199	A Modern Marriage	Oct. 15

Paramount

(For 1949-50 listing, see Page 2916)

5001	Fancy Pants	Sept.
5002	Union Station	Sept.
5003	Copper Canyon	Oct.
5004	Dark City	Oct.
5005	Tripoli	Nov.
5006	Let's Dance	Nov.
5007	Mr. Music	Dec.
5008	Cassino Ta Korea	Oct.
5009	Branded	Jan.
5010	Samson And Delilah	Mar.
5011	Molly (The Goldbergs)	Mar.
5012	September Affair	Feb.
5013	The Great Missouri Raid	Feb.
5014	At War With The Army	Jan.
5015	The Redhead And The Cowboy	Mar.
5016	The Mating Season	Mar.
5017	Quebec	Apr.
5018	The Lemon Drop Kid	Apr.
5019	Appointment With Danger	May
5020	The Last Outpost	May
5021	Dear Brut	June
5022	Passage West	July
5023	Ace In The Hole	July
5024	Werpath	Aug.
5025	A Place In The Sun	Aug.
5026	That's My Boy	Aug.
5030	Trio	Nov.

RKO

(For 1949-50 listing, see Page 2916)

101	Born To Be Bad	Aug.
102	Walk Softly, Stranger	Oct.
103	Outrage	Oct.
104	Bunca Squad	Sept.
105	Border Treasure	Sept.
106	Never A Dull Moment	Nov.
107	Experiment Alcatraz	Nov.
108	Rio Grande Patrol	Nov.
109	The Company She Keeps	Jan.
110	Gambling House	Jan.
111	Hunt The Man Down	Dec.
112	Double Deal	Jan.
113	Law Of The Badlands	Dec.
114	My Forbidden Past	Apr.
115	Cry Danger	Feb.
116	Footlight Varieties	
118	Sealed Cargo	May
119	Hard, Fast And Beautiful	June
120	Gun Play	
171	Payment On Demand	Mar.
172	Tarzan's Peril	Mar.
173	Kon-Tiki	Apr.
174	The Thing From Another World	Apr.
176	Best Of The Badmen	June
177	Jungle Headhunters	June

(Specials)

151	Our Very Own	July
152	Edge Of Doom	Sept.
165	Joan Of Arc	Nov.
166	Mad Wednesday	Oct.
167	Vendetta	Dec.
191	Treasure Island	July

(Reissues)

161	Bombadier	Sept.
162	China Sky	Sept.
163	Mr. Lucky	Aug.
164	The Lady Takes A Chance	Aug.
168	Show Business	
169	Tarzan And The Leopard Woman	Dec.
170	Tarzan And The Amazons	Dec.
352	They Got Me Covered	Feb.
452	Up In Arms	Feb.

Republic

(For 1949-50 listing, see Page 3057)

(1950-51)

5001	Surrender	Sept.
5002	Hit Parade Of 1951	Oct.
5003	Macbeth	Oct.
5004	Ria Grande	Nov.

5005	California Passage	Dec.
5006	Belle Le Grand	Jan.
5007	Cuban Fireball	Mar.
5008	Oh! Susanna	Mar.
5009	Bullfighter And The Lady	
5010	Fighting Coast Guard	Apr.
5011	Fugitive Lady	May
5023	Pride Of Maryland	Jan.
5025	Missing Women	Feb.
5026	Insurance Investigator	Mar.
5041	Spoilers Of The Plains	Feb.
5043	In Old Amarilla	May
5047	Heart Of The Rockies	Mar.
5051	Silver City Bonanza	Mar.
5052	Thunder In God's Country	Apr.
5058	Rough Riders Of Durango	Jan.
5059	Night Riders Of Montana	Feb.
5061	Wells Fargo Gunmaster	May
5066	Buckaroo Sheriff Of Texas	
	Million Dollar Pursuit	May
	Secrets Of Monte Carlo	June
	Rodeo King And The Senorita	June

(Re-edited Re-releases)

5021	Gallant Thoroughbred (Someone To Remember)	Nov.
	The Tiger Man (Lady and the Monster)	Oct.
	Underground Spy (Red Menace)	Oct.
	Atlantic City Honeymoon (Atlantic City)	Dec.
	Midnight Melody (Murder In Music Hall)	Feb.
	Stand Up And Sing (Earl Carroll Sketchbook)	Apr.
	Barnyard Follies	Apr.
	Shepherd Of The Ozarks	Apr.
	Mountain Rhythm	Apr.
	Country Fair	Apr.
	Down In Arkansas	Apr.
	Rosie The Riveter	May
	Tahiti Honey	June
	Sailors On Leave	June
	Rookies On Parade	June
	Stardust And Sweet Music (Calendar Girl)	June
	Storm Over Bengal	July
	Sun Valley Cyclone	July
	Conquest Of Cheyenne	July
	Santa Fe Uprising	July
	Stagecoach Ta Denver	July
	Vigilantes Of Boomtown	Aug.
	Homesteaders Of Paradise Valley	Aug.

20th Century-Fox

(For 1950 listing, see Page 2991)

101	The Mudlark	Jan.
102	The Man Who Cheated Himself	Jan.
103	Halls Of Montezuma	Jan.
104	Call Me Mister	Feb.
105	I'd Climb The Highest Mountain	Feb.
106	Sword Of Monte Cristo	Mar.
107	The 13th Letter	Feb.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	You're In The Navy Now	Apr.
111	I Can Get It For You Wholesale	Apr.
112	Follow The Sun	May
113	Rawhide	May
114	Fourteen Hours	Apr.
115	On The Riviera	May
116	Half Angel	June
117	The House On Telegraph Hill	June
118	The Guy Who Came Back	
119	Take Care Of My Little Girl	July
120	As Young As You Feel	June
121	No Highway	July
122	The Frogmen	July
137	Of Men And Music	Mar.
138	The Kefauver Crime Investigation	Apr.

United Artists

(For 1949-50 listing, see Page 2719)

ROGELL

The Admiral Was A Lady	Aug.
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KRAMER

The Men	Sept.
Cyrano De Bergerac	July

RATOFF

If This Be Sin	Sept.
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GOLDSMITH-CASPERY

Three Husbands	Nov.
The Scarf	Apr.

CELEBRATED

City Lights	Oct.
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STILLMAN

The Sound Of Fury (Try And Get Me)	May
Queen For A Day	Apr.

POPKIN

The Second Woman	Mar.
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ALLEN

New Mexico	May
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ANGEL

Mr. Drake's Duck	Aug.
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SIRK

The First Legion	May
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EAGLE

The Prowler	May
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ROBERTS

He Ran All The Way	July
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WILDER		
Three Steps North	June	
CORWIN		
The Man From Planet X	Apr.	
LEVEY		
Fabiola	June	
GARDNER		
The Man With My Face	June	
DANZINGER		
St. Benny The Dip	June	
LOPERT		
Odette	May	

ELC

(For 1949-50 listing, see Page 3057)
(1950-51)

Rogue River	Nov.
Two Lost Worlds	Oct.
One Minute To Twelve	Oct.
Second Face	Oct.
Prehistoric Women	Nov.
The Wicked City	Jan.
Circle Of Danger	Mar.
Mister Universe	Jan.
My Outlaw Brother	Mar.
Korea Patrol	Jan.
The Sun Sets At Dawn	Jan.
Border Outlaws	Nov.
So Long At The Fair	Mar.
Golden Salamander	Feb.
Paper Gallows	Sept.
The Taming Of Dorothy	Sept.
Naughty Arlette	Mar.
Oliver Twist	Apr.

They Were Not Divided	Feb.
Skipalong Rosenbloom	Mar.
When I Grow Up	Apr.
Sioux Ambush	Mar.
The Blue Lamp	Mar.
Badman's Gold	Apr.
The Long Dark Hall	Apr.
Cattle Queen	Mar.
The Prowler	May
Volcano	May
The Hoodlum	June
Two Gals And A Guy	June
Cairo Road	July
Pardon My French	July
Cloudburst	Aug.
The Evil One	Aug.

Universal-International

(For 1949-50 listing see Page 2991)
(1950-51)

101 Hamlet	Nov.
102 The Milkman	Nov.
103 Deported	Nov.
104 Kansas Raiders	Nov.
105 Undercover Girl	Dec.
106 Mystery Submarine	Dec.
107 Harvey	Jan.
108 Frenchie	Jan.
109 Under The Gun	Jan.
110 Tomahawk	Feb.
111 Target Unknown	Feb.
112 Bedtime For Bonza	Feb.
113 Operation Disaster	Feb.
114 Groom Wore Spurs	Mar.
115 Air Cadet	Mar.
116 Abbott And Costello Meet The Invisible Man	Mar.
117 Ma And Pa Kettle Back On The Farm	Apr.
118 Up Front	Apr.
119 Double Crossbones	Apr.
120 The Fat Man	May
121 Smuggler's Island	May
122 Katie Did It	May
123 Apache Drums	June
124 Hollywood Story	June

125 Francis Goes To The Races	July
126 The Prince Who Was A Thief	July
127 Comin' Round The Mountain	July
181 The Magnet	Feb.
182 Little Ballerina	May
The Browning Version	June

(1949-50)

5101 Tales Of The West No. 1	July
5102 Tales Of The West No. 2	Aug.
5103 Tales Of The West No. 3	Oct.
5104 Tales Of The West No. 4	Jan.

Warners

(For 1949-50 listing, see page 2917)

001 Tea For Two	Sept.
004 Pretty Baby	Sept.
005 The Breaking Point	Sept.
006 Three Secrets	Oct.
007 The Glass Menagerie	Oct.
008 Rocky Mountain	Nov.
009 The West Point Story	Nov.
010 Breakthrough	Dec.
011 Dollars	Dec.
012 Highway 301	Jan.
013 Operation Pacific	Jan.
014 Storm Warning	Feb.
015 The Enforcer	Feb.
016 Sugarfoot	Mar.
019 Lightning Strikes Twice	Mar.
020 Lullaby Of Broadway	Mar.
021 Raton Pass	Apr.
022 Only The Valiant	Apr.
023 I Was A Communist For The F.B.I.	May
024 Goodbye My Fancy	May
025 Along The Great Divide	June
026 Inside The Walls Of Folsom Prison	June
027 Strangers On A Train	June

(Reissues)

002 Alcatraz Island	Sept.
003 San Quentin	Sept.
017 Dodge City	Mar.
018 Virginia City	Mar.

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ALPHABETICAL GUIDE

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Since The Aug. 30 Issue

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I'LL GET BY—82m.—20th-Fox	2949
IN OLD AMARILLO—67m.—Republic	3081
INDIAN TERRITORY—70m.—Columbia	2923
INHERITANCE, THE—90m.—Fine Arts	3020
INSIDE STRAIGHT—87m.—MGM	3038
INSIDE THE WALLS OF FOLSOM PRISON—87m.—WB	3081
INSURANCE INVESTIGATOR—60m.—Republic	3050
INTERNATIONAL BURLESQUE—80m.—Jewel	2973
IT'S HARD TO BE GOOD—87m.—Pentagon	3004
J	
JACKPOT, THE—86m.—20th-Fox	2949
JACQUELINE MISBEHAVES—70m.—Regal	3020
JOAN OF ARC—118m.—RKO	2956
JOE PALOOKA IN THE SQUARED CIRCLE—63m.—Monogram	2970
JOSEPH SCHMIDT STORY, THE—76m.—Arthur Davis	3055
JUNGLE HEADHUNTERS—66m.—RKO	3070
K	
KANGAROO KID, THE—73m.—UA-ELC	2947
KANSAS RAIDERS—80m.—U-I	2982
KATIE DID IT—81m.—U-I	3059
KEFAUVER CRIME INVESTIGATION, THE—52m.—20th-Fox	3054
KILLER THAT STALKED NEW YORK, THE—78m.—Col.	2977
KIM—113m.—MGM	2994
KING OF THE BULLWHIP—60m.—Western Adventure	2997
KING OF THE WILD HORSES—66m.—Columbia	3045
KING SOLOMON'S MINES—102m.—MGM	2940

KON-TIKI—73m.—RKO	3050
KOREA PATROL—57m.—UA-ELC	2999
KRAKATIT—102m.—Artkino	3079
L	
LADY PANAME—97m.—Discina	3048
LADY TAKES A CHANCE, A—87m.—RKO	2980
L'AFFAIRE—87m.—International Film	2983
LAST HOLIDAY—88m.—Stratford	2972
LAST ILLUSION, THE—89m.—Films International	3055
LAST OF THE BUCCANEERS—79m.—Columbia	2947
LAW OF THE BADLANDS—60m.—RKO	3002
LAW OF THE PANHANDLE—55m.—Monogram	2948
LAST OUTPOST, THE—89m.—Paramount	3062
LEMON DROP KID, THE—91m.—Paramount	3046
LET'S DANCE—112m.—Paramount	2925
LIFE OF HER OWN, A—107m.—MGM	2924
LIGHTNING GUNS—55m.—Columbia	2993
LIGHTNING STRIKES TWICE—91m.—Warners	3034
LION HUNTERS, THE—72m.—Monogram	3053
LITTLE BALLERINA—60m.—U-I	3047
LONELY HEARTS BANDITS—60m.—Republic	2928
LONG DARK HALL, THE—86m.—UA-ELC	3037
LOOK BEFORE YOU LOVE—96m.—Bell	2972
LOST PEOPLE, THE—89m.—Pentagon	2951
LOVERS OF VERONA, THE—90m.—Souvaine Selective	3051
LUCKY NICK CAIN—87m.—20th-Fox	3029
LULLABY OF BROADWAY—92m.—Warners	3048
M	
"M"—88m.—Columbia	3037
MA AND PA KETTLE BACK ON THE FARM—81m.—U-I	3047
MACBETH—85m.—Republic	2957
MAD QUEEN, THE—107m.—Azteca	2964
MAD WEDNESDAY—77m.—RKO	2962
MADELEINE—99m.—U-I	2934
MADNESS OF THE HEART—67m., 90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN FROM PLANET X, THE—70m.—UA	3054
MAN FROM SONORA—54m.—Monogram	3061
MAN WHO CHEATED HIMSELF, THE—81m.—20th-Fox	3002
MAN WITH MY FACE, THE—79m.—UA	3081
MANON—91m.—Discina	3003
MARRIAGE OF FIGARO—87m.—Central Cinema	2972
MASK OF THE DRAGON—54m.—Lippert	3045
MASSACRE HILL—see Eureka Stockade	
MATING SEASON, THE—101m.—Paramount	3009
MATTER OF MURDER, A—52m.—Hoffberg	2973
METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MINIVER STORY, THE—104m.—MGM	2948
MINNE—82m.—Hakim	3075
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER B80—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—UA-ELC	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
MR. IMPERIUM—87m.—MGM	3078
MR. LUCKY—100m.—RKO	2980
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MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—ELC	3025
MY FORBIDDEN PAST—70m.—RKO	3046
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MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996
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NAUGHTY ARLETTE—86m.—UA	3078
NAVY BOUND—60m.—Monogram	3038
NEVER A DULL MOMENT—89m.—RKO	2962
NEW MEXICO—78m.—UA	3071
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NO PLACE FOR JENNIFER—90m.—Stratford	3063
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970
O	
ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OHI SUSANNA—91m.—Republic	3038
OLIVER TWIST—105m.—UA	3071
ON THE RIVIERA—90m.—20th-Fox	3063
ONE MINUTE TO TWELVE—78m.—UA-ELC	3009
ONE TOO MANY—105m.—Hallmark	2997
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OUR DAILY BREAD—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
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P	
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PINK STRING AND SEALING WAX—75m.—Pentagon	2951
PRAIRIE ROUNDUP—53m.—Columbia	3017
PREHISTORIC WOMEN—74m.—UA-ELC	2993

(Continued on page 3083)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL	APRIL
Valentino A. Dexter, E. Parker, P. Medina (Technicalor)	Danger Zone H. Beaumont, E. Brophy, P. Blake	The Great Caruso M. Lanza, A. Blyth, D. Kirsten (Technicalor)	Canyon Raiders W. Wilson, F. Knight, P. Coates	Molly, G. Berg, P. Loeb, E. Mintz Quebec J. Barrymore, Jr. C. Calvet, P. Knowles (Technicalor) (Made in Canada)	Kon-Tiki (Documentary of raft voyage in Pacific) The Thing M. Sheridan, J. Arness, S. Creighton My Forbidden Past R. Mitchum, A. Gardner, M. Douglas	Thunder In God's Country, W R. Allen, M. E. Kay, B. Ebsen	Of Men And Music (All-Star) You're In The Navy Now G. Cooper, J. Greer	The Scarf (Goldsmith) Queen For A Day (Stillman) The Man From Planet X (Corwin) Badman's Gold, W (ELC) The Long, Dark Hall (English-made) (ELC) Oliver Twist (English-made) (ELC) When I Grow Up (ELC) Skipalong Rosenbloom (ELC)	Ma And Pa Kettle Back On The Farm M. Main, P. Kilbride Up Front D. Wayne, T. Ewell, J. Lynn, M. Berti Double Crossbones D. O'Connor, H. Carter (Technicolor)	Raton Pass D. Morgan, P. Neal, S. Cochran Only The Valiant G. Peck, B. Peyton, W. Bond
Fury Of The Congo J. Weissmuller, S. Moreland Flame Of Stamboul R. Denning, L. Ferraday Whirlwind G. Autry, S. Burnette, G. Davis King Of The Wild Horses W. Janney, D. Appleby, Rex (Re-release)		Father's Little Dividend S. Tracy, E. Taylor, J. Bennett, D. Taylor Soldiers Three S. Granger, W. Pidgeon, D. Niven, G. Gynt	Ghost Chasers L. Gorcey, H. Hall, J. Kayne	The Lemon Drop Kid B. Hope, M. Maxwell, L. Nolan			I Can Get It For You Wholesale S. Hayward, D. Dailey Fourteen Hours P. Douglas, R. Basehart, B. Bel Geddes Kefauver Investigation			
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicalor)	Roaring City H. Beaumont, R. Travis, J. Valerie Kentucky Jubilee J. Colonna, J. Porter, J. Ellison Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	The Painted Hills Lassie, P. Kelly, G. Grey (Technicalor) Go For Broke V. Johnson, W. Anderson Home Town Story J. Lynn, M. Reynolds, D. Crisp	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor) According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase Nevada Badmen, W W. Wilson, F. Knight, P. Coates	Appointment With Danger A. Ladd, P. Calvert, P. Stewart The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicalor)	Tokyo File 212 F. Marley, R. Peyton (Made in Japan) Sealed Cargo D. Andrews, C. Belenda, C. Rains	Wells Fargo Gunmaster, W A. Lane, M. E. Kay In Old Amarillo R. Rogers, P. Edwards Fugitive Lady J. Paige, B. Barnes, E. Ciannelli (Made in Italy) Million Dollar Pursuit P. Edwards, S. Flagg	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicalor)	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen) Try And Get Me F. Lovejoy, K. Ryan, (Stillman) The First Legion C. Boyer, B. Rush (Sirk) The Prowler V. Heffin, E. Keyes, (Eagle) Volcano A. Magnani, R. Brazzi (Italian-made) (ELC) Odette A. Neagle (English-made) (Lopert)	Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Her First Romance M. O'Brien, A. Martin, Jr. The Brave Bulls M. Ferrer, Miroslava When The Redskins Rode J. Hall, M. Castle (Supercinecolor)										
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicalor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning (Tentative) R. Milland, J. Hodiak, N. Davis Mr. Imperium L. Turner, E. Pinza (Technicalor) No Questions Asked B. Sullivan, A. Dahl, G. Murphy Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicalor)	Casa Manana R. Clarke, V. Welles Father Takes The Air R. Walburn, M. McClure, G. Gray Montana Desperado, W J. M. Brown	Dear Brat M. Freeman, B. DeWolfe, E. Arnold Jungle Headhunters Documentary of Amazon expedition (Technicalor) Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicalor) On The Loose J. Evans, L. Bari, M. Douglas	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent The Rodeo King And The Senorita, W R. Allen, M. E. Kay, B. Ebsen	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan Half Angel J. Cotten, L. Young (Technicalor) As Young As You Feel M. Woolley, T. Ritter, D. Wayne	The House On Telegraph Hill L. Tierney (ELC) Two Gals and A Guy J. Paige, R. Alda (ELC) Fabiola M. Morgan (Levey) (Italian-made) The Man With My Face B. Nelson, C. Matthews (Gardner) (Made in Puerto Rico) Three Steps North L. Bridges (Wildier) St. Benny The Dip D. Haymes, N. Foch (Danziger)	Apache Drums S. McNally, C. Gray, W. Parker (Technicalor) Hollywood Story R. Conte, J. Adams, H. Hull Along The Great Divide K. Douglas, V. Mayo, W. Brennan Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker		

HOLIDAYS

May 30—Memorial Day
June 14—Flag Day
June 17—Father's Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy

REALART

Apr.—Phantom Of Paris—M. Montez, P. Knowles
Werewolf Of London—H. Hull, V. Hobson
May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Boles, B. Cabot, M. Evans

McCalls

heralds a sensational motion picture with unprecedented (1st time in 11 Years) 4 page feature! Tremendous unusual advance ballyhoo will make film most talked about in country by July... just in time for your engagement!



**HOLLYWOOD TACKLES
SORORITY PROBLEM**

For helping a campus playboy to cheat on an exam, Liz becomes heroine of the sorority. "a cinch for Queen of the Frosh Frolic." This cynicism is the chief target of *Take Care of My Little Girl*

TAKE CARE OF MY LITTLE GIRL

color by **TECHNICOLOR**



WE ARE HAPPY TO INFORM YOU THAT
TAKE CARE OF MY LITTLE GIRL HAS
BEEN SELECTED AS SEVENTEEN'S
PICTURE OF THE MONTH FOR JULY
CORDIALLY =
EDWIN MILLER
ENTERTAINMENT EDITOR
SEVENTEEN MAGAZINE

Look

-and watch
for LOOK's
Terrific
story - out
May 22nd!!

There's No Business Like **20** Business!

CENTURY-FOX

EXHIBITOR



SOON
EVERYBODY
WILL BE
WAITING
TO SEE

THE **FROGMEN**

the thrilling story of Uncle Sam's **UNDERWATER COMMANDOS!**

COMING UP
IN JULY!

There's No Business Like **20** Business!
CENTURY-FOX

Volume 46 Number 4
Two Sections: Section One

MAY 30, 1951

CLASSIFIED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA, PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **PHYSICAL THEATRE**



BUSINESS CONDITIONS? He could be worry-

Above: From M. P. Herald
issue May 12th



WHAT MAKES RONALD SMILE?

Last week a picture of a worried little boy (*shown at the top of this page*) appeared in Motion Picture Herald. His name is Ronald, young son of Irving Dashkin of the Savoy Theatre, Jamaica, N. Y.

An M-G-M representative was sent to the Savoy Theatre with an advance copy of M-G-M's announcement of its forthcoming Spring and Summer product. Mr. Dashkin and son were photographed afterward. Leo, that Friendly Lion, knows how to bring smiles to the faces of people in our industry.

"That's how Ronald and his dad looked after they heard the good news!"



There's good news from M-G-M for the family of every exhibitor. M-G-M is celebrating its 28th Birthday right now, an appropriate occasion to tell the trade about 16 pictures coming from now to September. Millions of dollars in ticket-selling celluloid released during a period when showmen need them most. Here are just a few of them:

Starting off with phenomenal **"CARUSO"** (Tech.)
Sensation of our generation!

Next **"GO FOR BROKE!"** a solid hit in
All of its first engagements!

A wealth of Big Technicolor Musicals:

"SHOW BOAT"—fabulous Technicolor Giant.

It's the "'Gone With The Wind' of Musicals!"

"RICH, YOUNG AND PRETTY"—it's terrific! (Tech., too!)

"EXCUSE MY DUST"—songs, fun, romance! (Yes, Tech.)

Next! The heavily promoted **"TERESA"**

3rd month in N. Y.! A proven hit in tests!

"THE LAW AND THE LADY"—comedy smash!

"NIGHT INTO MORNING"—a real "sleeper"!

"BEHIND THE LAW"—timely power-house!

And in early Fall comes the mightiest musical of all!

"AN AMERICAN IN PARIS"—To Gershwin Music!

Technicolor glories surpassing anything ever!

Plus more M-G-M hits than there's room for here!

Watch the mails for detailed announcement in
conjunction with M-G-M's 28th Birthday Celebration!

HAPPY DAYS ARE HERE AGAIN!

THE TALK OF THE NATION!

(READY FOR JULY)

Big Best Seller! 4 Pages in
McCalls! 4 Pages in Look!
Picture of the Month in "17"!
That selling talk keeps building!

A SENSATIONAL BEST SELLER!

NOW A SENSATIONAL PICTURE!

TAKE CARE OF MY LITTLE GIRL

TECHNICOLOR



starring

Jeanne **CRAIN**

co-starring

DALE ROBERTSON • MITZI GAYNOR • JEAN PETERS

with Jeffrey Hunter • Betty Lynn • Helen Westcott

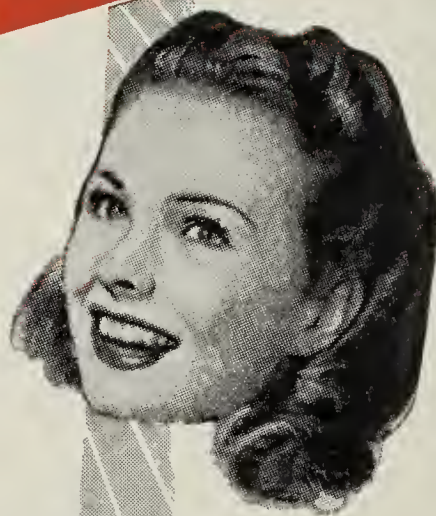
Directed by

Produced by

JEAN NEGULESCO • JULIAN BLAUSTEIN

Screen Play by JULIUS J. and PHILIP G. EPSTEIN

WHAT HAPPENS
WHEN GIRLS
LEAVE HOME—
FOR THE FIRST
TIME? Here's
the youth,
freshness and
beauty that'll
pay off Big At
Your Box Office!



Your "Margie"
gal is back in
a daring keyhole
view of college
life that'll keep
word-of-mouth
booming!

There's No Business Like **20** Business!

CENTURY-FOX



THERE'S something wrong somewhere when Mary Pickford's home town refuses her fans permission to put up a statue in her honor and one of the city's fathers says he prefers "Hopalong Cassidy."



FOLKS who look at statistics point out that prominent circuit owner Robert B. Wilby polled the highest number of votes at the election held by United Paramount Theatres for new board members. He tallied 2,539,894, and circuit owner A. H. Blank drew 2,541,328, second highest. Apparently, the stockholders feel that practical theatremen deserve the greatest support.



JUST as a reminder to those who might think otherwise, when a bombed railway tunnel somewhere in Korea is turned into a motion picture theatre so that the boys can see a picture now and then, there is something about this industry of ours that makes us know that it will overcome its current difficulties.



A PATIENT man is the exhibitor in an eastern city who pointed out to the police that his house had been burglarized for the 35th time in 13 years. From the looks of things, the burglarizing privilege must be handed down from generation to generation.



CHANGING "Mr. Belvedere Blows His Whistle" to "Mr. Belvedere Rings The Bell" should give a better break to the ad writers if the film proves to be a click.

—H. M. M.

I N D E X

VOL. 46, No. 4

MAY 30, 1951

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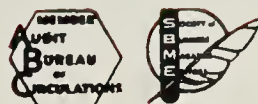
THE CHECK-UP	SS-1—SS-8
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THE COVER PHOTO

At the 15th annual convention of the Variety Clubs International in Philadelphia, Tent 13 Chief Barker Ted Schlanger, International Chief Barker Marc Walf, and Tent 39 Chief Barker Ben Gaffstein confer, with the latter especially happy since his tent in Las Vegas, Nev., was selected to be the host for next year's convention.

EXHIBITOR

VOL. 46, No. 4



MAY 30, 1951

No Time For Hysteria

ALL film territories these days have lists of closed houses, which not only are making the faces of industryites longer but which are contributing to the general pessimism regarding the business that non-tradesters are spreading. While at first glance these lists are good reason for industryites to be downcast, careful examination may lead to another kind of thinking.

IN ONE eastern area, for example, where the list has hit the 70 figure, included in the dark houses are those which have long been marginal, small, badly located, lacking modern equipment, and destined for other commercial uses even before the present lull hit the market, victims of economic changes, shifts in population, etc.

THE HOUSES which will remain open, and there will be thousands of them, know that they must continue to offer their patrons modern equipment, 100 per cent comfort, and every physical advantage. The smart exhibitor realizes that as the standard of living rises, and people have greater comforts in their homes, they aren't going to accept less in the theatre. The theatre building must continue to be better, and more comfortable to compete. The wise exhibitor will remodel and refurnish to maintain his position, and retain his patrons' respect.

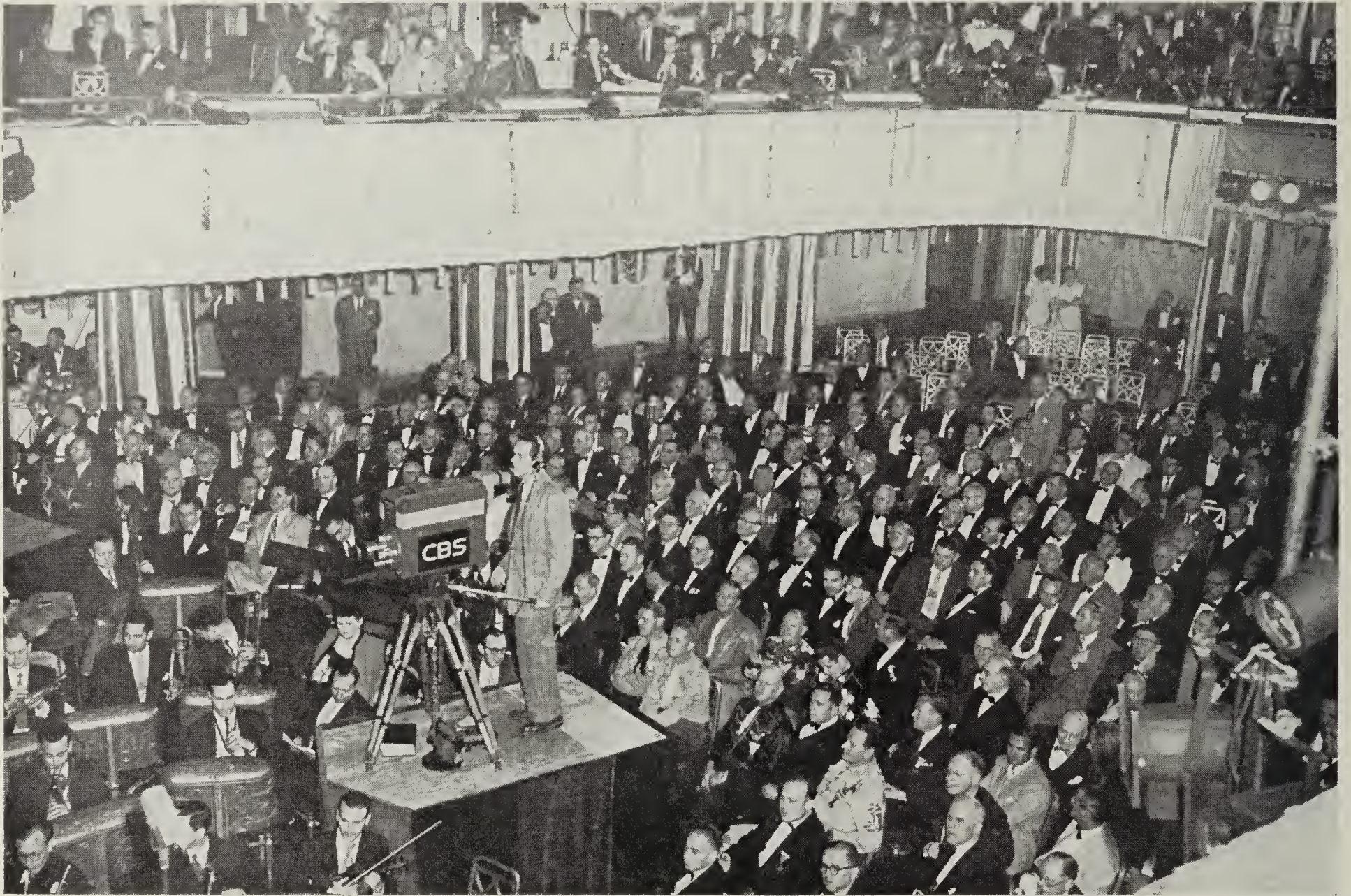
THE MANUFACTURERS tell us that they can take care of the requirements of the theatres now, so this is the time to get in the orders. Deliveries can be made, and reasonable terms arranged. In connection with modernization, NPA order M-4 permits the expenditure in any consecutive 12-month period of the sum of \$5,000, and, in addition, the exhibitor may spend in the same period up to \$2,000 to cover the cost of installation of personal property, fixtures or equipment. There is a long list of personal property which can be purchased regardless of cost and without priorities rating.

IN DEFENSE areas, there is even the possibility that permission for a new theatre may be given where deemed necessary by the NPA.

NOW IS THE TIME to place orders. By doing so, the exhibitor serves notice that he has confidence in himself and his industry.

DON'T let your theatre become outmoded.

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VARIETY CLUBS CONVENTION DELEGATES WATCH THE KEN MURRAY SHOW AS IT IS TELECAST FROM THE BELLEVUE-STRATFORD HOTEL, PHILADELPHIA

The Variety Clubs International Scores Again

In Its 23rd Year, The Trade's National Heart Organization Reaches A Peak



A. C. Humbert, left, RKO-Pathe representative in Japan, receives the charter for Tokyo's Tent 40 from National Ceremonial Officer Jim Balmer as International Chief Barker Marc Wolf looks on.

WITH the 15th Variety Clubs International convention at Philadelphia's Bellevue-Stratford Hotel now another colorful chapter in the 23-year history of the "Heart of Show Business," members across the nation, and from Mexico, Canada, Great Britain, and Japan, look toward next year's meeting in Las Vegas, Nev., with hopes that it can match the accomplishments of the Philadelphia conclave.

This year's Humanitarian Award winner, former ECA administrator Paul G. Hoffman, shared the dais with military and government dignitaries, Hollywood stars, and executives of virtually every major film company at one of the finest banquets ever.

Under the competent chairmanship of Victor Blanc, the convention committee rostered the Faye Emerson and Ken Murray television shows in an impressive array of talent for various social activities

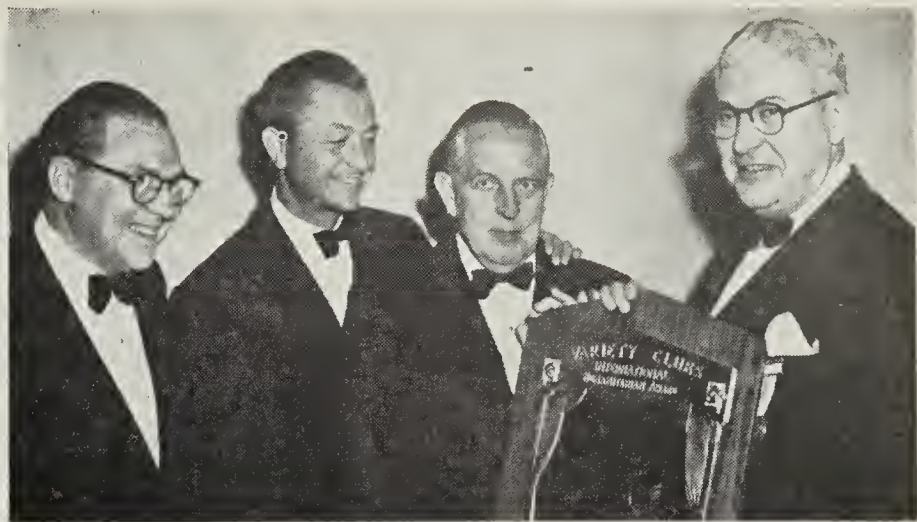
planned for the delegates as diversion from the business sessions.

Marc J. Wolf, Indianapolis, was returned to the post of International Chief Barker, the 40 tents pledged a total of \$2,454,797 for charitable activities for 1951-52, and Las Vegas was chosen as the meeting place for next year, in the major business matters dispatched. The delegates learned that total membership is now 9,559, and that some 327,700 persons have benefited from Variety Club charities to date. The work of the San Francisco tent with blind babies and their parents was honored by the annual Heart Award, accepted by Chief Barker Rotus Harvey.

The photos on this page and the next one, all taken by Jack Goldman, at most can but hint at the color and drama of this year's meeting, but the activities depicted can well serve as an example of the very best in Variety Clubs International conventions.



Loretta Young holds the baby Tent 13 took steps to adopt after learning of its abandonment at the Studio, Philadelphia, exactly 23 years after a similar incident led to the founding of the first Variety Club in Pittsburgh. Looking on admiringly are International Ring Master Robert O'Donnell, left, and Ted Schlanger, Chief Barker, Tent 13, and S-W Theatres zone manager.



Former ECA administrator Paul G. Hoffman accepts the Humanitarian Award plaque from Wolf as actor Robert Young and convention chairman Victor Blanc, left, stand by to offer congratulations. The presentation was made first on the Ken Murray telecast, then was duplicated at the banquet, with major radio networks carrying Hoffman's address and other talks.



Secretary of Commerce Charles Sawyer, honored guest at one of the luncheon meetings, is seen with Wolf, O'Donnell, and Jack Alicoate, right.



Chief Barker Ben Goffstein, Las Vegas, Nev., is congratulated by Chief Barker F. R. Deering, Houston, on the choice of Las Vegas for '52.



Canada, Mexico, Britain, and Japan were represented by J. Chisholm, Toronto; Luis Montes, Mexico City; C. Latta, London, and Humbert, Tokyo.



Canvassmen sport jaunty top hats at the "Hey Rube!" dinner, one of many festive highlights.



Faye Emerson, whose television show was featured on the entertainment slate, meets the press.



Young and members of the colorfully-dressed Las Vegas delegation inspect the Liberty Bell.



EXHIBITOR editor and general manager, respectively, Herbert M. Miller, left, and Paul Greenhalgh, right, pose with Paramount's M. Weiss, Jerry Pickman, Ulrik Smith, and Sid Blumenstock.



Among those at the banquet were, from left, the former U. S. Senator from Pennsylvania, Francis Myers, Schlanger, 20th-Fox's Al Lichtman, Hoffman, and Spyros P. Skouras, president, 20th-Fox.



Other industryites at the convention were Nate Golden, VCI Heart chairman and director, NPA motion picture division, Balmer, Ted O'Shea, Paramount, and EXHIBITOR publisher Jay Emanuel.

Mel Konecoff's NEW YORK

WE WENT to the circus last week when Paramount and Cecil B. DeMille played host to a group of New York trade press representatives, inviting them to Philadelphia to view the final location shooting with Ringling Brothers' Circus of "The Greatest Show On Earth." When we arrived in town, we were ushered into the movie crew's chow tent, where we were not only greeted by Betty Hutton, Henry Wilcoxon, and Charleton Heston but fed as well. After this, a short talk with DeMille was in order, and more greetings from the stars including Hutton, James Stewart, Dorothy Lamour, Cornel Wilde, Heston, and Lyle Boettger.



KONECOFF

DeMille was enthused about the circus being put on Technicolor film, the stars, the story, and the "magical" interest, and he estimated that the "go-see" potential of the film to be released by Paramount, probably in May, 1952, will be tremendous. While the film will cost more than "Samson And Delilah," he wasn't too concerned with whether the film will make any money, taking that as a foregone conclusion.

Another thing of which the veteran producer was proud was the fact the film was utilizing for the first time newly-developed lighting systems which he thought would revolutionize picture production. For instance, the largest scene in "Samson" required 48,000 amps for lighting. The circus tent required only 2,000 amps, utilizing new equipment especially produced by Wesinghouse and General Electric. The lights are not only brighter but they don't give off heat, permitting them to burn for hours on end.

When the show started, Hutton, Lamour, Gloria Grahame, and Jimmy Stewart appeared as part of the regularly scheduled evening performance, with the camera recording their turns. Hutton took part in a thrilling trapeze act, performing without a double, like a veteran aerialist, while Grahame provided more thrills by taking part in a spectacular routine with elephants, including one bit where an elephant kneels over her, and another has his massive foot resting on her body. Lamour sang a song, looked pretty, and wriggled into a hula dance while Stewart joined famed clown Emmett Kelly in making with the humorous antics.

After the show and more kibitzing with the stars, who were so happy that everything went off so well, especially Hutton, who got the thrill of her life at being able to perform with the circus without mishap, we headed back for New York instilled with circus hoopla and glamour. We are now waiting for someone to say that the stars had doubles when the film is released, and we're ready to tell 'em off.

The entire publicity crew under the direction of ad.-pub. director Jerry Pickman did a fine job, and deserves many

COMPO Graph Available On Admission Increases

NEW YORK—COMPO last week released to the trade a graph showing the extent of theatre admission price increases over the last five years in comparison with increases registered by other major cost of living items.

The average rise in admission is considerably less than one-third of the 38.7 per cent rise in the general cost of living in the same period, and less than the increases in apparel, food, and rent.

Copies of the graph are available for display in the lobby of theatres and for use elsewhere. Write to COMPO, 1501 Broadway, New York 18.

words of praise, especially Mike Weiss, the Paramount Philadelphia exploiteer. Phil Koury, DeMille's publicity man, was also a nice host.

MORE ON "THE GREATEST SHOW, ETC." High above the Paramount lot, a persistent airplane caused "The Greatest Show On Earth" company one delay after another until finally Cecil B. DeMille ordered an assistant to find out whose plane it was, and order it to go away.

The man reported that it was a sky-writer for RKO advertising "The Thing." "Then phone Howard Hughes," said DeMille. Hughes obliged, the plane shifted its area of operations, and the filming continued.

PROMOTION DEPT.: Mike Bergher, former general manager for U-I in Brazil, and now named representative for the company in Japan and the area of Hong Kong and Formosa, stated last week that Brazil was doing well by the industry not only in attendance for American films but also in remitting funds earned from the country without too much restriction.

He reported that U-I biz alone saw an increase of from 35 to 40 per cent over last year, and that the people go for good action films, westerns, and costume films in the country's 1,680 theatres. The local industry is still in its infancy, with quality being sought, and it is helped whenever possible by the American industry. The

(Continued on page 14)

"Caruso", "Riviera" Best On Broadway

NEW YORK—Depending upon the attraction, business in the Broadway first-runs had its ups and downs last weekend. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ALONG THE GREAT DIVIDE" (WB). Strand, with stage show, garnered \$20,000 from Wednesday through Sunday, with the second week heading toward \$30,000.

"SEALED CARGO" (RKO). Paramount, with stage show, did \$50,000 on the opening week with this, the first RKO release to ever play the theatre.

"SMUGGLER'S ISLAND" (U-I). Rivoli anticipated the opening week at \$15,000.

"ON THE RIVIERA" (20th-Fox). Roxy, with stage show, opened to \$85,000 from Wednesday through Sunday, with the first week of the Danny Kaye starrer sure to top \$105,000.

"THE THING" (RKO). Criterion reported \$17,000 for the fourth week.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, continued going great guns with \$90,000 in the boxoffice from Thursday through Sunday, and the third week heading toward a lush \$155,000.

"INSIDE THE WALLS OF FOLSOM PRISON" (WB). Globe reported an opening week of \$11,000.

"BORN YESTERDAY" (Col.). Victoria reported \$13,000 for the 22nd week.

"VALENTINO" (Col.). Astor was heading toward \$13,000 on the sixth week.

"APACHE DRUMS" (U-I). Loew's State claimed \$7,000 for the fourth week.

"GO FOR BROKE" (MGM). Capitol, with stage show, had a bang-up opening of \$60,000 for the first week.

Pittsburgh Suit Filed

PITTSBURGH—Francis E. McGillick is the defendant in six percentage actions filed in federal court last week. Separate suits were brought by U-I, Loew's, RKO, Columbia, Paramount, and Warners. The complaints allege underreporting of receipts on percentage pictures exhibited at the Coraopolis and Lyric, Coraopolis, Pa., formerly operated by the defendant. Reed, Smith, Shaw and McClay, Pittsburgh, represent the distributors, with Sargoy and Stein, New York, of counsel.



Warners' 1951 sales drive, from June 3-Sept. 29, has been named to honor the company's respective division sales managers, and above is a recent meeting in Pittsburgh of the mid-Atlantic district, with Jules Lapidus, eastern and Canadian division sales head, supervising details of the "Jules Lapidus Drive." Seated, from left, are Robert Smeltzer, mid-Atlantic district manager; Lapidus, F. D. Moore, central district manager; I. F. Dolid, home office executive, and, standing, Stuart Aarons, home office legal department; Pete DeFazio, Washington branch manager; J. M. Wechsler, Cleveland branch manager; Jack Kalmenson, Pittsburgh branch manager; J. S. Ambrose, Cincinnati branch manager; C. W. McKean, Indianapolis branch manager, and Bill Mansell, Philadelphia branch manager.

McDonald Analyzes Phonevision Results

CHICAGO—Zenith Radio Corporation last week revealed results of its 90-day Phonevision test together with its analysis of the experiment.

Commander E. F. McDonald, Jr., Zenith Radio Corporation president, said that the 300 families who participated in the experiment had an attendance rate three and one-half times greater than the .47 times per week he said is considered as the average for American attendance in theatres.

McDonald said that the total Phonevision boxoffice for the test period was \$6,750, an average of \$22.50 per family for three months, or \$1.73 per week.

During the first month of the test, the average family saw 2.1 movies per week by Phonevision. February's average weekly attendance was 1.5, while in March the overall average attendance was 1.6 times per week per family.

McDonald pointed out that a final interpretation of test results is not yet available. He said that the National Opinion Research Center of the University of Chicago is currently conducting an extensive survey among the "300" as well as other family units in the Chicago area.

Bills for the motion pictures seen by the 300 test families during the test are 99.2 per cent paid, it was announced.

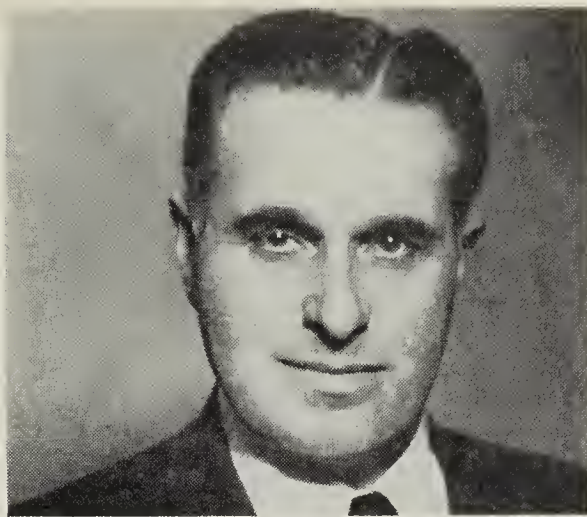
NPA Approves Six

WASHINGTON—The NPA last fortnight announced that it had granted applications for six theatre projects, and had rejected 11. Okehs were received for a drive-in, Summit Turnpike, Pa., \$26,018, to Peter and Bernard Camerle, Tionista, Pa.; Drive-In, DeKalb County, Ga., \$74,500, to Community Theatre Corporation, Atlanta; Drive-In, Portland, Ind., \$23,900, to William C. Wallus, Fort Wayne, Ind.; a theatre in Moorehead City, N. C., \$55,000, to Everett Enterprises, Charlotte; a theatre in Sidney, Neb., \$107,310, to Fox Alliance Theatres, Denver, and a theatre and five shops in Wichita, Kans., \$165,557, to Mr. and Mrs. T. H. Elohower, Wichita.

Denied were applications for a drive-in, Kankakee, Ill., \$86,250, to Alvin Levine Company, St. Louis; drive-in, St. Louis County, \$90,000, to Kilgere Amusement Company, St. Louis; relocate drive-in, Jefferson City, Mo., \$40,000, to De Luxe Drive-In Theatres, Inc., Kansas City, Kan.; drive-in, Silver City, N. M., \$7,000, to R. W. and Herbert Johnson, Silver City; drive-in, Truth Or Consequences, N. M., \$26,269, to J. O. Conwell, Albuquerque, N. M.; drive-in, Grand Junction, Colo., \$7,363, to B. French and A. C. Ebert, Grand Junction; drive-in, Sand Point, Idaho, \$24,644 to Weskill and Son, Sand Point; Rio Piedras, San Turos, Puerto Rico, \$11,782, to Raul Barrera, San Turos; quonset hut house, Camden, N. J., \$39,000, to Robert L. Thompson, Camden; a theatre in Joppa, Ill., \$72,000, to Cluster Theatres, Salem, Ill., and converting air-conditioning in a theatre in Dallas, \$12,000, to J. J. Rodriguez, Dallas.

Republic Declares On Preferred

NEW YORK—A dividend of 25 cents per share on preferred stock was declared last week by the board of Republic Pictures Corporation.



Irving Sochin recently was promoted to the newly-created post of assistant to Charles J. Feldman, Universal's domestic sales manager.

MGM Consolidates Branches

NEW YORK—Effective on June 11 MGM will consolidate the operations of its New York and New Jersey branches into a single unit, and, as a result, several promotions have been made, according to an announcement last weekend by William F. Rodgers, vice-president and general sales manager.

John P. Byrne, eastern sales manager, and his assistant, Herman Ripps, will continue without change. However, the changes will result in the promotion of Saal Gottlieb, manager, Pittsburgh, to district manager for the consolidated local branches. Jack Bowen, who formerly held the district manager's title, "relinquishes that post because of illness and will handle special important assignments in the Metropolitan area.

Louis Allerhand, formerly manager for New Jersey, will assume management of the merged offices, while Ralph Pielow, until now New York manager, moves to Pittsburgh to assume Gottlieb's former duties as manager.

Schwartz Contract Approved

NEW YORK—The board of directors of RKO Theatres Corporation announced last week that it had approved a three-year contract for the services of Sol A. Schwartz as the chief executive of its theatre circuit.

Schwartz, president, RKO Theatres Corporation, since the inception of the new theatre company, started his theatrical career with the circuit 29 years ago as an assistant manager at the Alhambra.

Full Support Seen In NPA Cooperation

WASHINGTON—Industry representatives promised full cooperation in promoting conservation and salvage of critical materials to aid the defense effort at a meeting last week with the motion picture-photographic products division, National Production Authority, conducted by Nathan D. Golden, head, NPA division.

The need to conserve such materials as copper, cobalt, and nickel was emphasized by NPA, and an in-car speaker shortage for drive-ins was predicted for the near future since they contain both nickel and cobalt.

It was estimated that 100,000 pounds of pure copper could be recovered annually from drippings, the NPA said. The copper content of these drippings average about 94 per cent. The manufacturer of copper-oxide dry plate rectifiers up to 65 ampere capacity may have to be prohibited to save copper.

Theatre and studio owners should review their stored equipment to sell to scrap dealers any obsolete or unusable items, the NPA stressed, citing the fact that scrap inventories are seriously depleted. The NPA also stressed the need for vigilance on the part of distributors, film carriers, and projectionists in handling film.

Industry representatives on hand were Joyce O'Hara, MPAA acting president; Abram F. Myers, general counsel, Allied States Association; Gael Sullivan, TOA executive director; Oscar Neu, president, TESMA; Ray G. Colvin, TEDA head; Richard F. Walsh and Frank Adams, IATSE and MPMO, AFL, and Ralph Binn, National Film Carriers.

Audio Reelects Speidell

NEW YORK—At the annual meeting of the board of directors of Audio Productions, Inc., last week, Frank K. Speidell, president; Herman Roessle, vice-president; Lawrence W. Fox, Jr., treasurer, and P. J. Mooney, secretary, were reelected to office.

The reelected board includes Howard S. Cullman, Joseph S. Cullman, Jr., John F. Wharton, Speidell, and Fox. Phillips B. Nichols is sales manager.



Walter Talun, left, famed wrestler and strong man, and Francis X. Bushman, right, noted stage and screen actor, will figure in two national tours devised to win the interest of specific audience groups in 20th-Fox's forthcoming "David and Bathsheba." Talun's jaunt, aimed at youngsters from six to 17, will take him to key situations away from exchange centers and the larger cities. He will join in public functions, and will be seen wearing his full armor and Goliath makeup. His tour will begin on June 11, and continue through July. Bushman will be on the road for a 10-week period in August and September. His tour is designed to attract moviegoers over 35, and will be keyed to the historical, cultural, and religious background of the film. A third unit, headed by six "harem wives," will be aimed at winning interest in "David and Bathsheba" from patrons in the 18-35 age segment.

All-Trade Conference Postponed To July 23

NEW YORK—Arthur L. Mayer, COMPO executive vice-president, last week announced that the industry round table discussions in Hollywood, set for June 11-12, will be postponed until July 23-25.

Exhibitor leaders will meet here on June 5 to iron out those details.

UPT, ABC Close Big Merger Deal

NEW YORK—A plan for the merger of American Broadcasting Company and United Paramount Theatres, Inc., was announced last week by Edward J. Noble, chairman of the board, ABC, and Leonard H. Goldenson, president, UPT. The resulting company will be known as American Broadcasting-Paramount Theatres, Inc.

Under the plan, subject to the approval of the boards of directors and stockholders, respectively, of both companies and to the approval of the Federal Communications Commission, ABC will constitute a division of the new company. Robert E. Kintner, now ABC president, will serve as president, ABC division, while Goldenson will be president, American Broadcasting-Paramount Theatres, Inc.

The board of directors will consist of 18 members, 13 of whom, namely John Balaban, A. H. Blank, John A. Coleman, Charles T. Fisher, Jr., E. Chester Gersten, Goldenson, Walter W. Gross, Robert L. Huffines, Jr., William T. Kilborn, Walter P. Marshall, Robert H. O'Brien, Herbert Schwartz, and Robert B. Wilby, are now directors of UPT, and will continue as directors of the new company. Five new directors, Earl A. Anderson, Robert H. Hinckley, Robert E. Kintner, Edward J. Noble, and Owen D. Young, now directors of ABC, will be elected to the new board of directors. Edward J. Noble will be elected chairman of the finance committee.

The merger will be accomplished by an offer of exchange of UPT preferred and common stock for the outstanding common stock of ABC. Stockholders of ABC will receive for each share of common stock of ABC, \$7.50 in common stock of American Broadcasting-Paramount Theatres, Inc., measured at \$19 per share, and \$7.20 of preferred stock measured at par value, all with such minor adjustments as may be desirable. The preferred stock will have a dividend rate of five per cent with a sinking fund of four per cent each year of the initial aggregate par amount issued, approximately \$12,000,000, and other sound protective features. The merger will be a tax free reorganization.

United Paramount Theatres, Inc., through its subsidiary, Balaban and Katz Corporation, owns and operates a television station on Channel Four in Chicago. American Broadcasting Company owns a television station operating on Channel Seven. The UPT station must be sold since the FCC prohibits one company from owning two TV stations in the same city. An agreement has been entered into with the Columbia Broadcasting System for the sale of the Channel Four station to them, subject to approval.

The final form of the merger agreement will be presented to, and passed upon, by



Harry Fellerman, sales supervisor in U-I's New York City branch, recently was promoted to the post of sales head, U-I special films division.

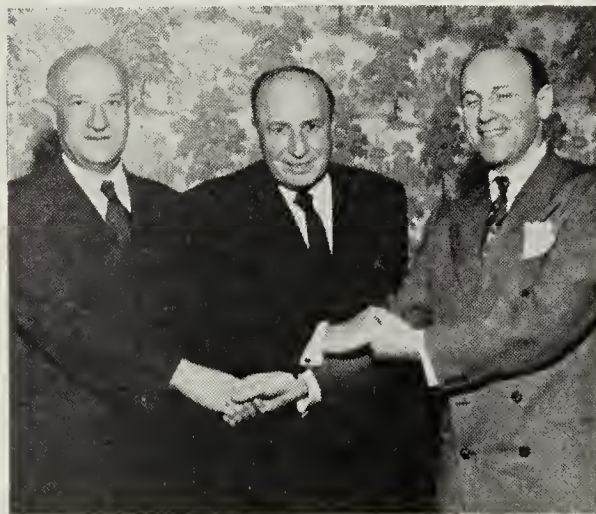
MPAA At TV Hearing

NEW YORK—At a meeting last week of MPAA's television committee, headed by Leopold Friedman, Loew's, it was voted to recommend to the association's executive committee that the MPAA actively participate in the hearings on the allocation of channels for theatre TV scheduled to be started on Sept. 17 by the Federal Communications Commission. Among those present, in addition to Friedman, were: Paul Raibourn, Paramount; Ralph Cohn, Columbia; Frank Cahill, Warners, and Oscar A. Doob, Loew's Theatres. Edward Cheyfitz, MPAA Washington office, also attended.

Chicago Holds Price Sessions

CHICAGO—Illinois Allied President Jack Kirsch and a board committee last week met with Thomas McConnell, counsel, Jackson Park, which initiated the current trend of price cutting in the Southside, in an effort to bring a halt to the reductions. Allied meetings with B and K executives were also planned.

the board of directors of UPT at a meeting scheduled for June 6. If the board approves, and the board of directors of ABC also approves, a date will be fixed by the UPT board for a special meeting of stockholders, probably late in July, to pass upon the proposal. Following favorable approval by stockholders of both ABC and UPT, the proposal of merger will be passed upon by the FCC.



West meets east as Al Lichtman, 20th-Fox director of distribution, joins the hands of Edwin W. Aaron, left, and Arthur Silverstone, newly appointed western and eastern sales managers for the company, at a recent meeting in N. Y. C.

Corwin Uses "Voice" To Answer Charges

NEW YORK—Invited by "The Voice of America" to answer the question, Alfred R. Corwin, Motion Picture Association of America director of information, last fortnight took the opportunity to nail down some of the loose and irresponsible charges periodically hurled by fellow citizens who return from abroad decrying the trail of baneful and distorted impressions of America which, they say, movies are leaving all over the world.

The question was, "Is it possible to form an accurate idea of the way of life and customs of the people of the United States from American motion pictures?" The interview was beamed to Europe, the Middle East, and the Far East.

Full mimeographed transcripts of the broadcasts are available on request from Corwin at the MPAA, 28 West 44th Street, New York 18.

Convente-Damis

NEWARK, N. J.—Miss Marie Cecilia Damis, daughter of Mr. Frank J. Damis and the late Mrs. Helen V. Damis, became the bride last fortnight of Peter A. Convente, Jr., son of Mr. and Mrs. Peter A. Convente, Paramus, N. J. The ceremony was performed at St. Therese's Church, Cresskill, N. J., with a nuptial mass, Rev. Joseph Moynihan, pastor, officiating. A reception followed at Mayfair Farms, West Orange, N. J., with 175 guests attending.

The bride is a graduate of Holy Angels Academy, Fort Lee, N. J., and from the Katherine Gibbs School, New York. The groom graduated from New York University, and is vice-president, Photogravure and Color, Inc., New York. The bride's father is general manager, Warners Theatres, Newark zone.

Quebec Exhibitors Waiting

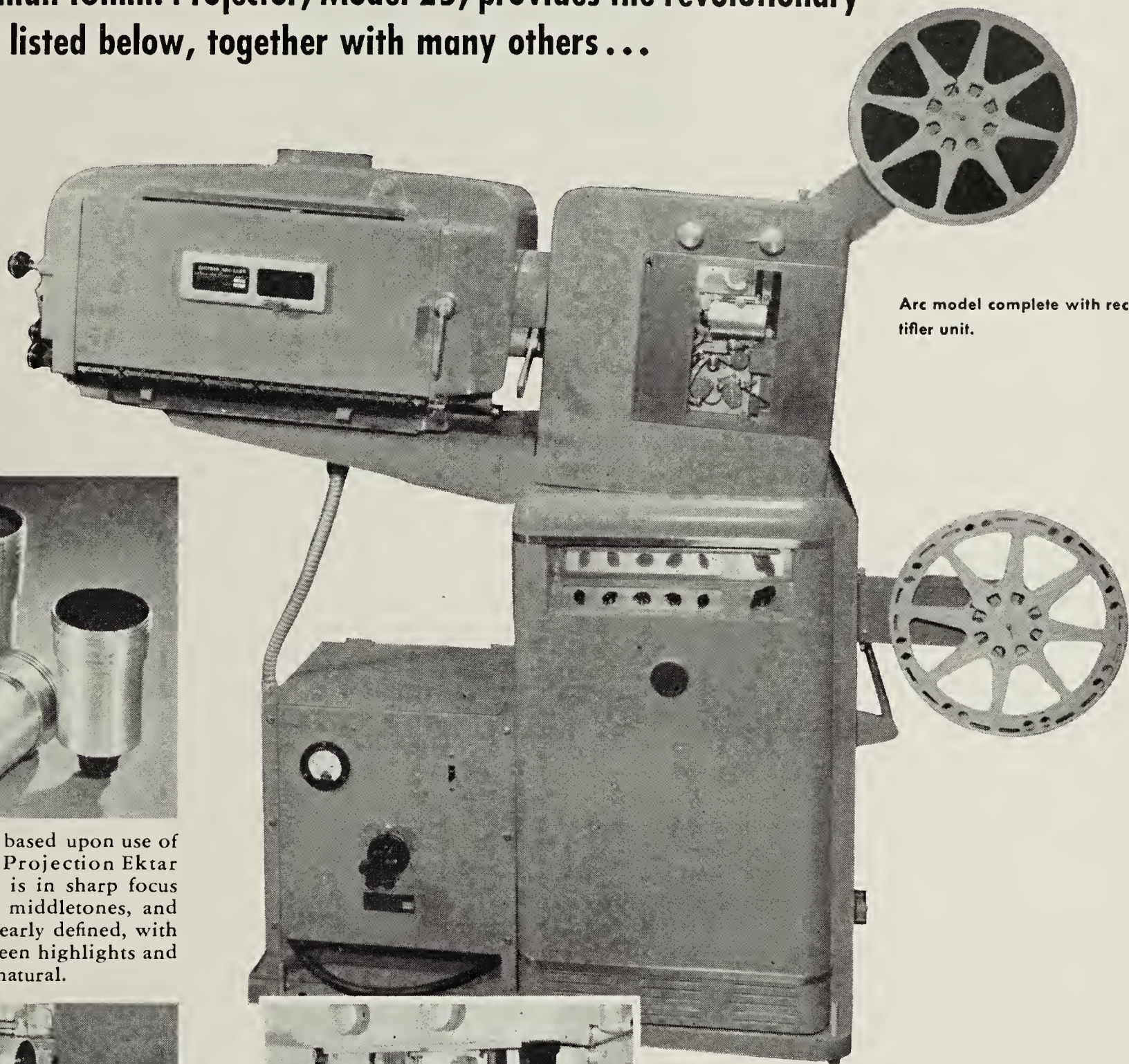
QUEBEC, CANADA—The Quebec City amusement tax on motion picture theatre admissions will not be imposed until the Superior Court of Quebec decides its validity, it was learned last week. The theatre operators had served notice on City Council that they had no intention of collecting its new tax, which would bring the combined municipal and provincial tax up to 42 per cent per ticket. Prior to the date the tax was to have become effective, operators of Quebec's 13 theatres threatened to close in protest against its imposition on the public. Claiming City Council has no legal right to collect the tax, a test case was filed, and it is the decision on this that is being awaited.

Coast House Sues

HOLLYWOOD—Metropolitan Theatre Corporation last week filed in federal court a suit against Loew's, Paramount, 20th-Fox, Warners, and RKO, asking for an injunction to restrain them from excluding its Orpheum from first-runs. The suit also asks the court to compel them to offer product to the Orpheum before running films in their own houses. The complaint states that the Orpheum lost \$80,000 between June 1, 1950 and May 10, 1951, when it closed, due to the inability to obtain first-runs, and is sustaining a continuing loss of \$1,500 weekly. It charges violation of the Sherman anti-trust act.

Exclusive with this projector...

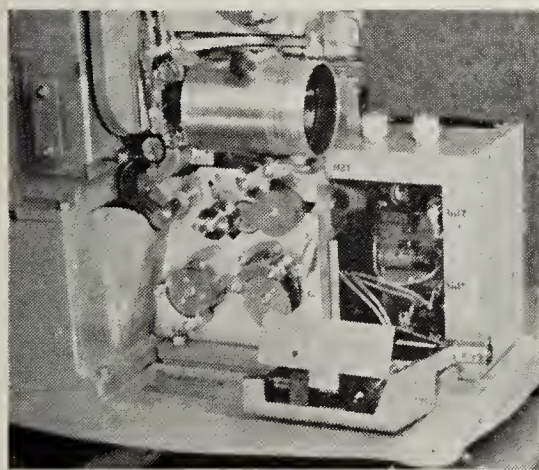
Only the Eastman 16mm. Projector, Model 25, provides the revolutionary new features listed below, together with many others...



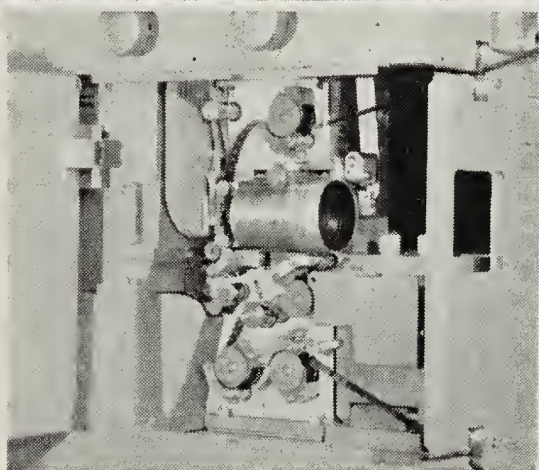
Arc model complete with rectifier unit.



New Optical System based upon use of *Lumenized* Kodak Projection Ektar Lenses. The picture is in sharp focus overall. Highlights, middletones, and shadow areas are clearly defined, with range of tones between highlights and shadows complete, natural.

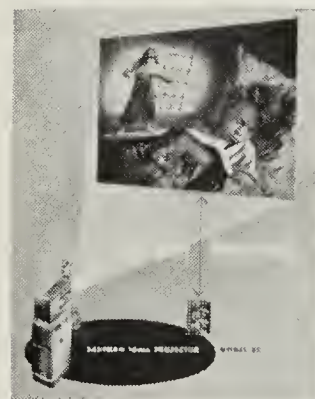


New Sound Reproduction employing "slitless" type sound optical system. Special curved cylindrical lens element forms intermediate image which is imaged on film at further reduction of 3 to 1, giving flat image of uniform width and constant intensity.



New Heavy-Duty Mechanical Design establishes new standards of 16mm. performance. For example: shock forces in each essential kinematic unit are isolated; accelerators in intermittent system are cushioned; geneva star movement is of advanced design.

For further information and prices, write for copy of new 16-page book, "Theater Quality 16mm. Projection."



Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

This Was The Week When . . .

20th-Fox's "Take Care Of My Little Girl" received five pages of publicity in Look magazine in an article called "The Great Sorority Swindle". . . . Paramount held a meeting at the New York home office to set up final details of the "Salute To Al Schwalberg" sales drive in July and August. . . . Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., scheduled a mass meeting of exhibitors in Philadelphia on June 5 to protest high film prices.

MGM decided to hold trade showings of "Show Boat" in theatres in all exchange centers starting on June 11, with the exception of Philadelphia, where it will be shown at the exchange.

The General Federation of Women's Clubs, meeting in Houston, Tex., gave 20th-Fox's "Cheaper By The Dozen" the award for the best motion picture of the year. . . . 20th-Fox's "The Gunfighter" received the Silver Horseshoe Award from Reno, Nev., for the best motion picture in a western setting. . . . Non-profit cooperative or community theatres were included with other non-profit organizations which the House Ways and Means Committee voted to exempt from the 20 per cent admissions tax. . . . U-I revealed that it had assembled an unusual exhibit of Hollywood of yesterday and today for display in leading department stores from coast-to-coast in connection with "Hollywood Story." . . . The MPTO of St. Louis, Eastern Missouri, and Southern Illinois voted to join COMPO, the 12th TOA regional unit to indorse COMPO. . . . "Buffalo Bill" was added to the list of six 20th-Fox Technicolor westerns being re-released by the company in June.

Evelyn Keyes, accompanied by David Weshner, sales representative for S. P. Eagle, producer of "The Prowler," made the grand Philadelphia publicity tour for the world premiere at the S-W Mastbaum. . . . Jerry Wald and Norman Krasna announced that they have established a separate merchandising department within their own unit at RKO, with Hubert Voight in charge as merchandising manager. . . . RKO revealed that "Jungle Headhunters" would have its world bow at the Grand, Chicago, on June 13.

UA Sues On TV Shows

NEW YORK—United Artists last fortnight filed suit in U. S. District Court against Jacques Grinieff, Magnus Films. Masterpiece Productions, Paul Broder, and Herman Greenfield, seeking to stop the televising of 25 features. The suit charges that TV release of the films, 12 Walter Wanger productions, six United Artists' productions, and eight UA corporation films, to which UA allegedly owns the copyrights, has been with the assistance and cooperation of the defendants or some of them representing themselves as having authority to grant licenses for broadcasting. The complaint charges some of the features have been televised as far back as April, 1950.



Among those at the recent convention of the Allied Independent Theatre Owners of Kansas and Missouri and the National Drive-In Theatre Owners conference in Kansas City were, from left, standing, Jim Lewis, RKO branch manager, Kansas City; Earl Dyson, RKO sales representative, Kansas City; Ray Cook, Missouri, Maryville, Mo.; Leon J. Bamberger, RKO sales promotion manager; Jay Wooten, newly elected president, ATO, and, seated, Harley Fryor, Orpheum, Neosho, Mo., and Charles Potter, Kansas City.

RKO Sets New Season Shorts

NEW YORK—RKO will release a total of 77 short subjects for the 1951-52 season, it was announced last week by Sid Kramer, short subjects sales manager. The program comprises 33 two-reelers and 44 one-reelers.

In the two-reel category are 13 RKO-Pathe two-reel specials; six Leon Errols; six comedy specials; four Edgar Kennedy reissues; two musical reissues; "Football Headliners of 1951", and "Basketball Headliners of 1952".

In the one-reel classification are 18 Walt Disney Technicolor cartoons, 13 RKO "Pathe Sportsopes", and 13 RKO "Pathe Screenliners".

Grainger Feted In Dallas

DALLAS—The Dallas Exhibitors Association last week tendered a luncheon to James R. Grainger, honoring Republic's "Jimmy Grainger Friendship Drive," May 14-Sept. 29. Claude Ezzell was toastmaster, and among those present were H. J. Griffith, Bob O'Donnell, William O'Donnell, John Rowley, Roy Higdon, Theodore Routt, Forest White, and over 100 guests.

Grainger was presented with a citation pledging him and Republic all-out co-operation.



At the recent testimonial dinner in New York in honor of A. W. Schwalberg, the Paramount Film Distributing Corporation president was presented with a watch and scroll by Harry Brandt, president, Independent Theatres Association. Louis Nizer and Adolph Zukor are seen on dais.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"Passage West"—Action show has the angles.

Disney Profit Up

LOS ANGELES—President Roy O. Disney reported last week that gross income of Walt Disney Productions for the first six months of the current fiscal year ended on March 31, 1951, totaled \$2,357,845 compared with \$2,251,444 for the corresponding period last year.

Disney announced a net income amounting to \$201,914, equal, after payment of the final, quarterly preferred dividend of 37½ cents per share on Jan. 1, 1951, to 30 cents a share on the 652,840 common shares outstanding. For the same period last year, there was a net profit of \$75,905, equal to 10 cents per common share after payment of preferred dividends. The six per cent cumulative, convertible preferred stock was called for redemption on Jan. 1, 1951, at par \$25 plus accrued dividends to that date.

Curtis, Laurie On Tour

NEW YORK—Universal-International last week set a 16-key city tour for Piper Laurie and Tony Curtis, co-starred in "The Prince Who Was A Thief." Starting in Chicago on May 27, they will wind up on July 13 after more than six weeks on the road.

The program being developed calls for television and radio appearances and press interviews, special screenings of "The Prince Who Was A Thief", and participation in civic events. They will aid in advance promotional campaigns, and make personal appearances at the Michigan, Detroit, in connection with the world premiere on June 29th.

Technicolor Profit Up

NEW YORK—At last week's annual meeting of Technicolor, Inc., stockholders, George P. Lewis, vice-president and general counsel, revealed that in the quarter ended on March 31 the company had an estimated net profit after taxes of \$540,935, equal to 58 cents per share. Consolidated net profits for the same quarter last year were \$632,985, or equal to 68 cents per share. Increase in tax provisions this year amounted to \$976,621, compared with \$439,702 in the same period last year.

The stockholders reelected Eversley Childs, Jr., Lewis, David S. Shattuck, and Murray D. Welch to the board for a three-year term.

Garutso Award To Goldsmith

HOLLYWOOD—The Garutso Award, first honor of its kind complimenting a motion picture producer for technical excellence in the use of the new Garutso Balanced Lens, will go to I. G. Goldsmith, producer of United Artists' "The Scarf."

The award will be presented to Goldsmith by Stephen E. Garutso, inventor of the lens which has revolutionized photographic depth perception.

The Garutso lens was used to photograph "The Scarf," "Three Husbands," and "Cyrano de Bergerac."

Wald, Krasna Sign RKO Production Deal

HOLLYWOOD—A contract calling for the production of 60 films for RKO by Jerry Wald and Norman Krasna in the next five years was signed last fortnight by Howard Hughes, RKO managing director of production.

In negotiation since last August, Wald-Krasna have already completed their first feature, "Behave Yourself," and have nearly finished "The Blue Veil." Four more are set to go into production soon.

"So Young" Prizes Awarded

NEW YORK—Eight winners in United Artists' \$1500 nationwide "So Young, So Bad" exploitation contest have been selected, it was announced last week by Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation, and UA exploitation manager Mori Krushen, who judged the contest entries with Edward J. and Harry Lee Danziger, producers.

First prize, \$500, went to Eugene Pleshette, manager, Paramount, Brooklyn, N. Y. He was assisted by Paramount publicity manager Henry Spiegel. Second prize, \$300, was won by Hy Fine, Paramount-Fenway, Boston, for his campaign, in which he was aided by publicity manager Jack Saef, while Jerry Sager, publicity manager, Criterion, New York, won third prize, \$200.

Five prizes of \$100 each were won by P. E. McCoy, Imperial, Augusta, Ga.; Leo A. Lajoie, Capitol, Worcester, Mass.; C. G. Matthews, Grand, Terre Haute, Ind.; Ervin E. Janet, Badger, Racine, Wis., and John Walsh, Fulton, Pittsburgh.

Eastman Net Holding

ROCHESTER—In a report issued last week, Eastman-Kodak in the 12 weeks ended on March 25 revealed net income of \$10,597,009, equal to 69 cents per share, compared with \$10,591,051, or the same amount per share, in the same period last year. Sales totaled \$120,500,000, compared with \$84,500,000.

"Miracle" Hearing In June

ALBANY—The Court of Appeals announced last week that the appeal of Joseph Burstyn, Inc., from the recent unanimous ruling by the Appellate Division that the Board of Regents possessed authority to ban the exhibition of "The Miracle" would be heard on June 1.

Schary In S. F. Address

SAN FRANCISCO—"It is time we in the motion picture industry stopped worrying about TV; it is time TV started worrying about us," Dore Schary, MGM vice-president in charge of production, told 180 members of the Variety Club and members of the press last week. "The shoe is now on the other foot," he added.

Skouras Aids PP Fund

NEW YORK—Spyros P. Skouras, president, 20th-Fox, last fortnight accepted the chairmanship of the Motion Picture Pioneers Foundation fund-raising committee.

UA, Sherman In Deal

HOLLYWOOD—It was learned last fortnight that UA will take over the distribution deal entered into by ELC months ago with Harry Sherman and Neil F. Agnew.



James R. Grainger, Republic executive vice-president in charge of sales and distribution, recently was honored in Dallas by the Dallas Exhibitors Association at a luncheon launching the "Jimmy Grainger Friendship Drive," and pictured at the affair, from left, are Ray Hidgon, head film buyer, Theatre Enterprises; H. J. Griffith, president, Theatre Enterprises; Grainger, and R. E. Davis, head booker, Theatre Enterprises Circuit.

Cincy Test Results Satisfy

NEW YORK—The Bureau of advertising of the American Newspaper Publishers Association, Inc., revealed last week the results in Cincinnati of the use of group newspaper ads by downtown restaurants in luring customers away from TV sets, restoring the dining-out habit, and building movie attendance.

The campaign, it is said, produced uniformly satisfactory results for all. Robert J. Libson, president, Greater Cincinnati Theatres, Inc., and Nathan Wise, director of advertising and publicity, RKO Theatres, were quoted as saying that in the future the downtown theatres can be counted on for renewed cooperation not only with the restaurant proprietors, but also with other business enterprises whose business is to get the public downtown.

Rank In From England

NEW YORK—When J. Arthur Rank, British producer-distributor-exhibitor, arrived from England last week, he disclosed that he will have produced 20 films by the end of this year, and that he plans to produce 20 more next year.

Rank planned meetings with Spyros Skouras, president, 20th-Fox; N. J. Blumberg, president, U-I, and Robert Benjamin, head, J. Arthur Rank Organization here.

Italian Agreement Approved

ROME—John G. McCarthy, MPEA vice-president, on behalf of the nine MPEA member companies, last week agreed to Italian regulations which will govern the importation and distribution of American product in Italy for two years from June 1.

Part of the agreement calls for the formation of an Italian film export corporation to promote Italian films in the U. S.

RKO Loss \$1,086,365

NEW YORK—The operations of RKO Pictures Corporation and subsidiary companies for the three months ended on March 31, 1951 resulted in a net loss (unaudited), after all charges, of \$1,086,365, it was announced last week.

RKO Pictures Corporation commenced operations on Jan. 1, 1951, as one of the successors to Radio-Keith-Orpheum Corporation, and for that reason, there are no comparable figures for the first three months of 1950.

PEOPLE

NEW YORK—Al Lichtman, director of distribution, 20th Century-Fox, last week announced two additional promotions. Robert Conn, former sales manager, Kansas City, has been promoted to manager in Des Moines. Branch manager Ralph Pielow, Jr., Des Moines, has been moved to Minneapolis manager, where he succeeds Morton A. Levy, boosted to mid-western division manager.

NEW YORK—Leo Pillot, well-known publicist, has been engaged by 20th Century-Fox to accompany Walter "Goliath" Talun on his coast-to-coast tour to herald Darryl F. Zanuck's "David And Bathsheba," it was announced last week.

NEW YORK—Joseph M. Sugar was last week named manager, United Artists contract and playdate department. Sugar, formerly assistant to the vice-president in charge of distribution for ELC, entered the industry with Republic in 1936.

DES MOINES—Donald M. Conley, formerly RKO salesman in Minneapolis, was last fortnight named branch manager succeeding Maxwell M. Rosenblatt, transferred to a similar post with the company in Omaha.

NPA Holds Regionals

WASHINGTON—The National Production Authority last fortnight scheduled 20 regional meetings in an effort to clarify to theatre owners and suppliers the complicated Controlled Materials Plan and the mechanics necessary in meeting it. Meetings under supervision of Department of Commerce field offices, were set in Detroit, Chicago, Minneapolis, Philadelphia, Houston, Tex.; Seattle, Boston, Dallas, Portland, Denver, New York, New Orleans, San Francisco, Kansas City, Cleveland, Atlanta, Los Angeles, St. Louis, Pittsburgh, and Richmond, Va.

20th-Fox Redeeming Preferred

NEW YORK—The board of directors of 20th Century-Fox last week authorized the redemption on July 13, 1951, of all of the outstanding \$4.50 prior preferred and \$1.50 preferred shares of the corporation at prices of \$100 per share and \$35 per share, respectively, plus accrued dividends to the date of redemption. Funds are at hand for these redemptions, and no new financing is required.

TV Rents Coast Studio

HOLLYWOOD—Joseph Justman, president, Motion Picture Center Studios, announced last week the immediate conversion of one-half of the rental studio's space, facilities, and manpower to TV film production purposes.

FOR SALE OR LEASE

Two 1000-seat theatres in
West Orange, New Jersey

COMPLETELY EQUIPPED — ATTRACTIVE TERMS

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SAMUEL A. COHEN

32 WEEQUAHIC AVENUE, NEWARK, NEW JERSEY

MISCELLANEOUS

Newsreels

IN ALL FIVE:

USA: Armed Forces Day.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 42) Korea: UN forces repel Reds' attack. Japan: The Ridgways review WACS in Tokyo. New York: China embargo voted by UN. Utah: Rioting convicts take over State Prison. Chicago: AFL union industries show (except Boston). Boston: Businessmen taken on tour of city (Boston only). Los Angeles: Coliseum relays. Australia: Super-speed jet motor models.

NEWS OF THE DAY (Vol. XXII, No. 276) Washington: President Truman urges all to back Korea G.I.'s. New York: China embargo voted by UN. Korea: UN forces repel Reds' attack. Philadelphia: Pier and ship burn. Chicago: AFL union industries show. Los Angeles: Coliseum relays. Pimlico, Md.: The Preakness.

PARAMOUNT NEWS (No. 79) England: Britain's paratroops alerted. New York: China embargo voted by UN. France: America supplies France with 14 thunderjets. Gubbio, Italy: Race of the candles. Hollywood: Paramount's "Golden Circle."

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 458) Bryn Mawr, Pa.: Train wreck. Olney, Tex.: Tornado. New York: "I Am An American Day." Pimlico, Md.: The Preakness. New York: Josephine Baker day in Harlem (New York only). Philadelphia: Defenders of freedom on parade (Philadelphia only).

WARNER PATHE NEWS (Vol. 22, No. 81) France: America supplies France with 14 thunderjets. Japan: The Ridgways review WACS in Tokyo. Korea: UN forces repel Reds' attack. Washington: President Truman urges all to back Korea G.I.'s. Pimlico, Md.: The Preakness.

TELENEWS DIGEST (Vol. V, No. 21-A) Korea: UN forces repel Reds' attack. Bryn Mawr, Pa.: Train wreck. Germany: American show of strength in Berlin. Germany: Britain's new foreign secretary visits the federal republic in Bonn. Holland: General Eisenhower inspects Dutch troops. England: American ambassador unveils monument to the first pilgrims. Washington: President Truman awards Congressional Medals of Honor to Korean war heroes. Detroit: Tugboat regatta.

MOVIETONE NEWS (Vol. 34, No. 41) Off Coast of Virginia: Coal ship rams Valcour. New York: Helicopter saves injured seaman. Lexington, Va.: VMI honors General Marshall. Korea: British heroes cited. New Jersey: Triplets have fun at convention. Holland, Mich.: Tulip time (only Detroit). Boston: Atomic energy used in medical science (except Detroit, New York City). New York: Commissioner Murphy asks aid for PAL (New York only). England: American golfers keep Walker cup. Yakima, Wash.: Jumpin' jeeps. Boston: American League marks 50 years of baseball (Boston only).

NEWS OF THE DAY (Vol. XXII, No. 275) Korea: British heroes cited. Lexington, Va.: VMI honors General Marshall. Israel: Third independence day. New Jersey: Triplets have fun at convention (except Detroit). Holland, Mich.: Tulip time (only Detroit). Boston: Atomic energy used in

"Pete" Wood Mourned

The death of "Pete" Wood removes from the exhibitor organization scene one of its most beloved members.

A fighter all the way, and respected by those with whom he battled, "Pete" Wood did much to advance the interests of all theatremen.

Besides all that, "Pete" had a grand sense of humor. Cherry Valley will never be the same!

He was a constructive force in this business, and his passing is to be mourned, not only as a personal loss but as someone whose assistance and guidance will be missed by film men everywhere.

J. E.

medical science (except New York). New York: Commissioner Murphy asks aid for PAL (New York only). Barstow, Cal.: Archery tournament. Washington, D. C.: Swimming lessons.

PARAMOUNT NEWS (No. 78) A salute to "Armed Forces Day," 1951.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 457) England: Denmark's King Frederick honored. Lexington, Va.: VMI honors General Marshall. New Jersey: Triplets have fun at convention. Michigan: The fight against disease. Atlanta: Depot overhauls trucks. Yakima, Wash.: Jumpin' jeeps. Oregon: Timber topping. New York: Commissioner Murphy asks aid for PAL (New York only). Bridgeport, Neb.: Seventy-fifth anniversary of Camp Clarke (Denver only). Holland, Mich.: Tulip time (Detroit only).

WARNER PATHE NEWS (Vol. 22, No. 80) Washington: General Bradley on stand at Senate probe. Lexington, Va.: VMI honors General Marshall. Alaska: Defense maneuvers. Ethiopia: Haile Selassie sends troops to aid in Korea. White Sulphur Springs, W. Va.: Summer fashions in wool. Yakima, Wash.: Jumpin' jeeps (except New York and New Orleans). New York: Commissioner Murphy asks aid for PAL (New York only). New Orleans: Austin honored by Tulane on "Founders' Day" (New Orleans only). England: American golfers keep Walker Cup.

TELENEWS DIGEST (Vol. V, No. 20-B) Panama: Revolt. Germany: Krupp today. Iceland: Troops return for second time. Hong Kong: British colony prepares for isolation from Communist mainland. New York: Max Conrad sets new non-stop record. Japan: Dr. Paul Nagai dies of radiation. New York: "Atoms for Peace" exhibit. Fort Lee, Va.: Torture test for clothing. Austria: International motorcycle race.

NATIONAL LEGION OF DECENCY

May 24, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Emperor's Nightingale" (Czech-made) (Snyder); "Fighting Coast Guard" (Rep.); "Francis Goes To The Races" (U-I); "The Hills Of Ireland" (World Travel); "Pistol Harvest" (RKO); "Santa Fe" (Col.); "Wells Fargo Gunmaster" (Rep.); "Whirlwind" (Col.); UNOBJECTIONABLE FOR ADULTS: "Ace In The Hole" (Para.); "As Young As You Feel" (20th-Fox); "Mark Of The Renegade" (U-I); OBJECTIONABLE IN PART: "Best Of The Badmen" (RKO); "On The Riviera" (20th-Fox); "Roaring City" (Lippert);

Konecoff

(Continued from page 8)

country has two television stations operating, but there is not sufficient competition from that media for anyone to worry about.

Bergher stated that some 350 to 400 films were imported last year out of which about 300 were American, and that over 30 new licenses for theatres were issued. Admission prices are kept very low by price controls, with the average first-run getting between 25 and 30 cents on a grind policy. Exhibitors have tried to get their prices increased, but with no success thus far.

As far as Japan is concerned, Bergher expects to fight the highly restrictive quota of 150 films for the combined American industry when he gets there, and he expected considerable help from the people, who like American films tremendously. The company will establish five branches and a home office in that country. Bergher spent 20 years in that country prior to the war, and knows it well.

THE METROPOLITAN SCENE: Paramount, in plugging its glittering "Golden Circle," has issued two booklets. Both help in getting across the promotion. . . . Evelyn Koleman, Roy Rogers' eastern representative, is on the coast conferring with him and Dale Evans. She had a fine display of Rogers tieup articles at the recent luncheon session of Associated Motion Picture Advertisers and the Publicity Club of New York. . . . Rouben Mamoulian, stage and screen director, was in town. . . . The premiere of "Go For Broke" at the Capitol saw writer-director Robert Dirosch receive a citation from the army and the first 5,000 ladies receive orchids flown in from Hawaii. . . . The first UA film to ever play the Paramount will be "He Ran All The Way," on June 20. . . . Okeh pressbooks are out on "The First Legion", "Oliver Twist", "Passage West", "Mask Of The Avenger", and "On The Riviera." . . . Leo Pillot, well-known motion picture and Broadway publicist, has been engaged by 20th Century-Fox to accompany Walter "Goliath" Talun on his coast-to-coast tour to herald "David And Bathsheba." . . . Western singing star Jimmy Wakely was in for a stint at the Capitol. . . . Harry Buckley, former UA vice-president, was off on a European tour. . . . Director Arthur Lubin was in from Europe to help promote "Francis Goes To The Races." . . . Actor Robert Ryan also was in town for some promotional work on his next RKO releases.

Coast Salary Moves Watched

HOLLYWOOD—Deciding to seek additional information of 20th-Fox's plan to reduce salaries of \$500 a week or more, representatives of the SAG, SWG, SDG, SPG, and the artist managers' group at a meeting here last week declined action on the proposed salary cut.

"L'Affaire" (French-made), (International Film Associates).

NATIONAL BOARD OF REVIEW

May 19, 1951

SELECTED FEATURES: "Francis Goes To The Races" (U-I); "The Guy Who Came Back" (20th-Fox); "Warpath" (Para.).

May 30, 1951

PHYSICAL THEATRE



Andrew W. Shearer

EDITOR

*Devoted Exclusively to the
THEATRE STRUCTURE
— its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment
— with a Special Section
Devoted to Drive-In Theatres*

TYPICAL OF RECENTLY BUILT LOW-BUDGET THEATRES, the Grand, Stamford, Tex., is still a first-class house. Face above marquee is rose plaster, while marquee and sign are in maroon and gold trim with rose, gold, and blue neon. Pink ribbon stone is below panel with built-in attraction and window frames.

IN THIS ISSUE :

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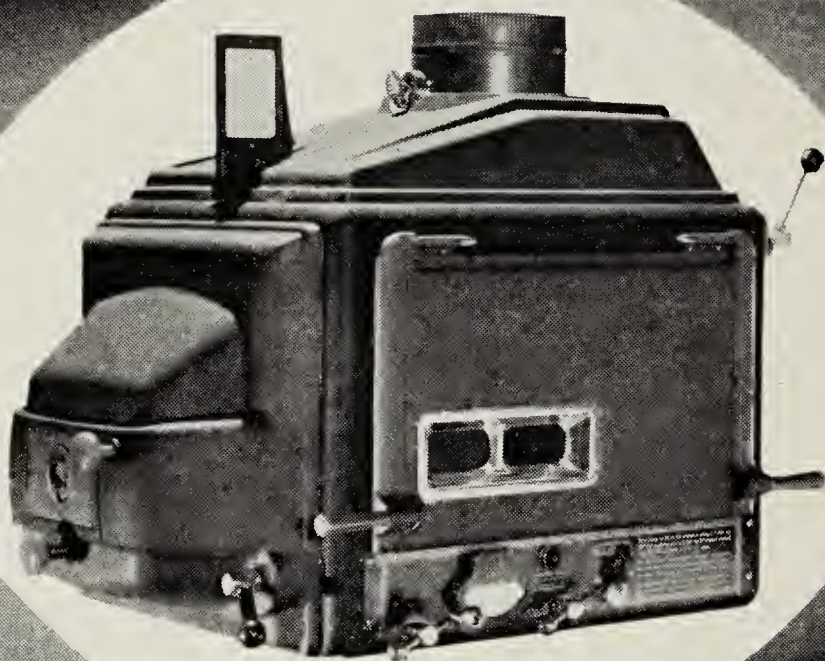
RECENT BUILDING TRENDS.....Page 5

NEW PRODUCTS.....Page 6

DRIVE-IN THEATRES—1951 SEASON.....Page 10



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and I'll take only
the Excelite"*



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- Air-cooled rotating positive carbon feeding mechanism.
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On The Line

Alert The Watchdog Now!

WHILE there still remain, paradoxically enough, some in high places who persist in the naive belief that the Korean campaign is still a mere "police action" and will shortly be terminated and forgotten, all the facts decree otherwise. Those who have the courage to face reality, unpleasant though it may be, realize that this nation is in a war that may well mark the beginning of the third world-wide holocaust in a generation.

THERE is no single group in the country today which has been made more painfully aware of the actual state of affairs than the theatre industry. Already hard hit by sagging boxoffice receipts, theatremen took another body blow last October 16 when the National Production Authority issued its Order M-4 placing a \$5,000 limitation on the amount which may be spent for new theatre construction or remodeling.

ALTHOUGH the pace in the erection of new structures had slowed down considerably before the edict was issued, the curb on remodeling expenditures is a serious one because more and more exhibitors have been finding that modernizing the appointments of their houses and replacing worn-out equipment was perhaps doing more than anything else to lure back their "lost" patrons.

INSULT appeared at first to be added to injury when, in regard to the aforementioned \$5,000 limitation, (intended to apply to real property only), the NPA issued supplementary directives which, contrary to all tradition and precedent, included such items of equipment as theatre chairs and water coolers in the real property class subject to the curb. Ironically enough, such obviously stationary parts of the theatre building as linoleum and mastic tile were classified as personal property.

OF COURSE, in view of the fact that no exhibitor could buy many theatre chairs, for example, for \$5,000 and because some manufacturers would be put out of business if this ill-advised directive were to operate for very long, justifiable cries of protest arose. Pressure was brought to bear on the NPA from every quarter, including the trade press, to reconsider the order pointing out the disastrous effects it would have on many industryites, particularly the equipment manufacturers.

FINALLY, yielding to the logic and truth inherent in the industry's violent reactions, the NPA modified its previous ruling of April 25 on May 3 and put unit air-conditioners without ducts, auditorium chairs, water coolers, and soda fountains in the personal property category—where they belong!

HOWEVER, the mere fact that the present danger of choking off the supply of theatre equipment more than is already being done so by growing materials shortages in past is no reason for placidity. The very fact that the NPA seemingly did not consult with industry authorities before making up its original list of theatre equipment classified as real and personal property should in itself put the industry on the alert to forestall any other similar decrees which may affect its basic security.

IN SHORT, while the entire theatre industry is more than willing to throw its entire weight behind the defense program and make whatever sacrifices are necessary to its successful execution, just as was done in the last war, it must safeguard its best interests. The powerful industry organizations, such as TESMA, TOA, and Allied can and should become "vigilante" committees that take an aggressive part in offering their opinions and advice to Washington on matters of pertinent interest and keeping a watchful eye out for the welfare of their members.

LASTLY, in the way of a parting thought, the courageous soldiers in Korea at the moment, just as others in past wars, are wondering what they are fighting for. The most sensible answer ever given is that they are struggling to defend a way of life, and that is most certainly what the theatre industry is fighting for also. Survival for both can best be assured if they keep their eyes open and their weapons, whether they be guns or words, on the ready.

PHYSICAL THEATRE • A sectional department of EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-248 N. Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

ACT NOW!

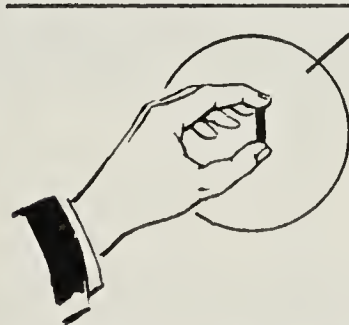
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*Burns any Carbon Stump
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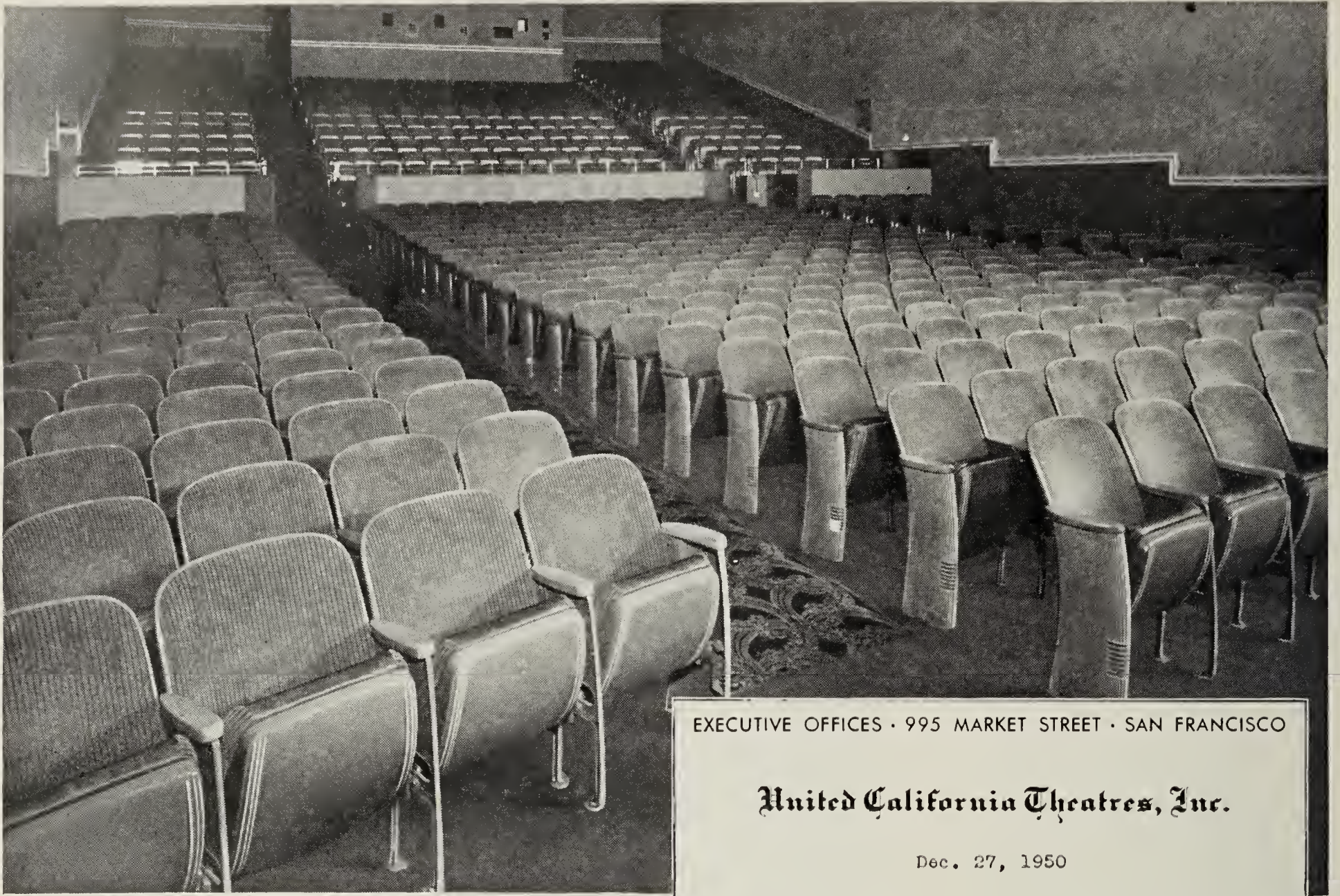
- Saves 25% of carbon costs in your regular operation.
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- Burns any stump down to one inch.
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- Changes stumps to new, pre-beated carbon.
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854 American Bodiform Chairs in Del Rey Theatre, Seaside, California

AMERICAN BODIFORM CHAIRS

...“maximum comfort”...“low maintenance cost”
...“sturdy construction”...“many years of service”

United California Theatres, Inc., point out in this letter some of the reasons why they have used American Bodiform Chairs throughout their theatres for many years. When you plan to re-seat your theatre, the same reasons will carry weight. For comfort and beauty, for durability, low maintenance, and minimum housekeeping cost —re-seat with American Bodiform Chairs. Many installations are still in excellent condition after ten years. and more, of heavy use.

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LEADER IN
PUBLIC
SEATING

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Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church, Auditorium, Transportation, Stadium Seating, and Folding Chairs

EXECUTIVE OFFICES • 995 MARKET STREET • SAN FRANCISCO

United California Theatres, Inc.

Dec. 27, 1950

American Seating Company,
207 Van Ness Ave. South,
San Francisco, California.

Gentlemen:

We have used American seats throughout our theatres for many years, and find they furnish maximum comfort and low maintenance cost.

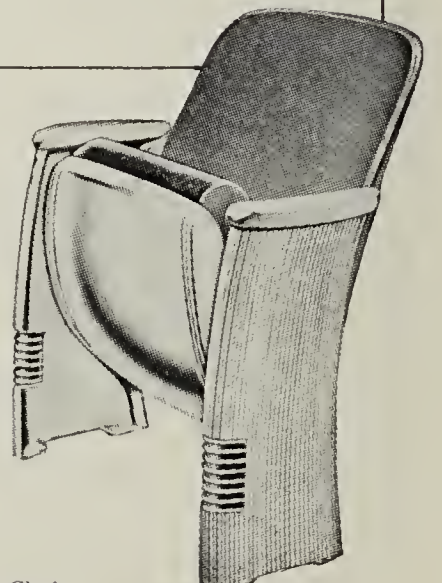
The Bodi-form chair with its new Spring Arch construction, has been particularly satisfactory, not only from the comfort it affords, but its sturdy construction, which will insure many years of service.

Yours very truly,
UNITED CALIFORNIA THEATRES, INC.

RAN/EF

R.A. Naify
R.A. Naify, Purchasing Agent

American Bodiform Chair No. 16-001
with Aisle Standard No. 123, as used
in Del Rey Theatre.



PHYSICAL THEATRE

VOLUME VI

NUMBER 6

MAY 30, 1951

LONG before NPA Order M-4 halting any further new theatre construction was issued October 16, 1950, a number of fine houses were constructed which incorporate the best in architectural ingenuity and scientific planning. In keeping with the axiom that a misfortune is somehow "a blessing in disguise," slipping boxoffice receipts in the past two years or so have exercised a powerful and beneficial influence on theatre design and construction.

Seemingly working on the justifiable theory that nothing is too good for the patron, the designers and builders of the theatres erected during 1950 have spared no pains and little expense in making them showplace masterpieces. Gleaming

(Continued on page PT-9)



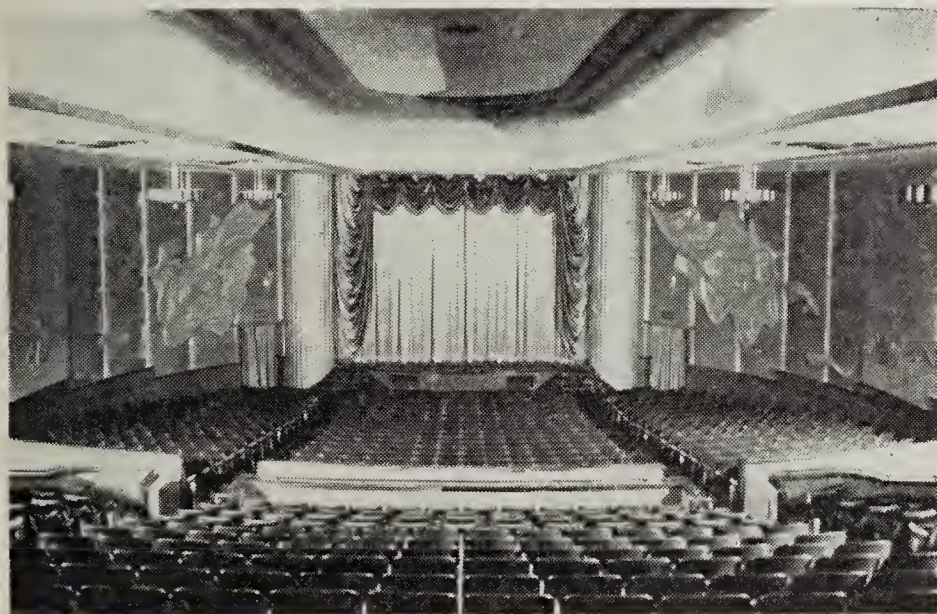
INDIAN LORE FIGURES enliven the far wall of the foyer and the back of the standee rail in the Fox, Missoula, Mont. Both sets of etchings are quite effectively lighted.



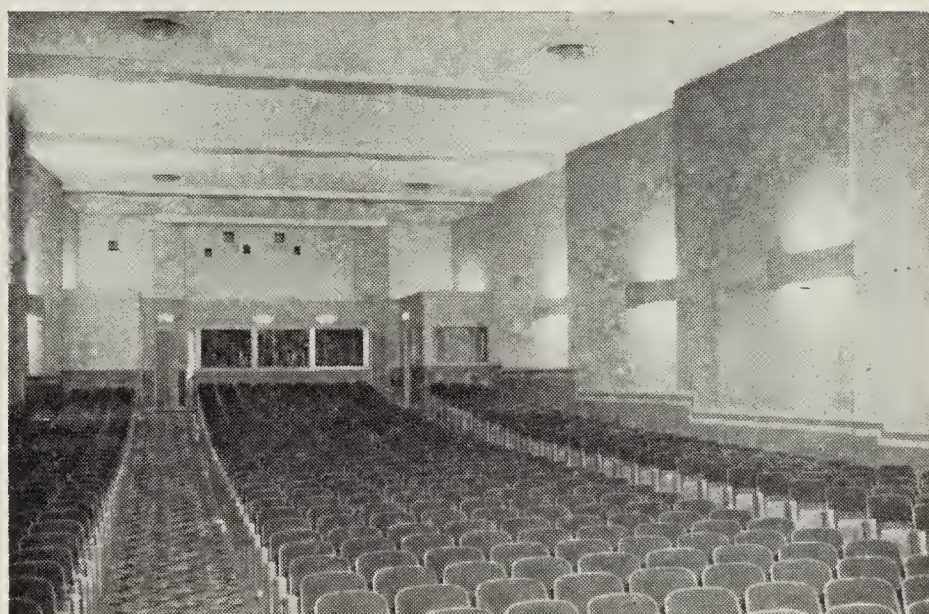
TASTEFUL ELEGANCE is apparent in the appointments of the lobby of the Tower, Denver. The rich carpeting, comfortable settees, and curved candy bar all blend together nicely.

Recent Building Trends

Theatre Construction Throughout Past Months Directed Primarily Toward Pleasing Patrons



ABSTRACT SCULPTURAL DESIGNS embellish the side walls in the auditorium of the State, Olympia, Wash. The overall motif is in high colors with walls and ceiling in turquoise cream, ornaments in gold, silver, and blending colors. The stadium-type seating arrangement accommodates close to 900 patrons.



BY WAY OF CONTRAST to the State, the decor in the auditorium of the Alene, Whitesburg, Ky., is unaffectedly simple with comparatively plain walls set off by a stepped wainscoting and "black light." At the right rear of the 800 seats may be seen a "cry room." Hearing aids are another convenience.



THE SWANK MEZZANINE LOUNGE in the Crest, Great Bend, Kans., provides the perfect place for patrons to relax between shows or at other odd times. The modernistic sofas and chairs were selected to harmonize with the dark gray-blue walls and the off-white ceiling above the lighting cove.



A DELICATE BOUDOIR ATMOSPHERE is imparted to the powder room of the Studio, San Jose, Calif., by the plush stools, the full-length mirrors, and the skillfully placed fixtures that glow with a light flattering to milady's complexion. The semi-circular counter accommodates handbags and cosmetics.

NEW PRODUCTS

... that have theatre interest



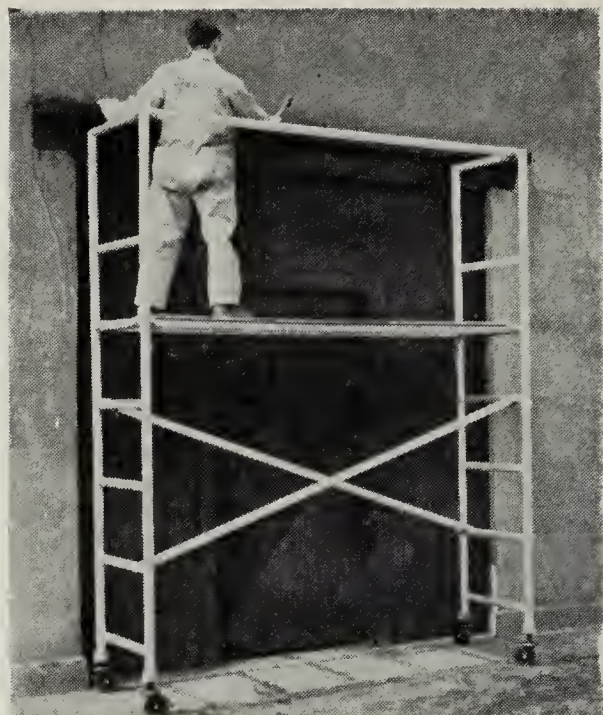
Aluminum Scaffolds

Designed for use on overhead and side-wall jobs such as painting, cleaning, electrical work, repairing, and remodeling, a new line of aluminum scaffolds is said to have awakened keen interest among theatre maintenance men.

The scaffolds, manufactured by the

Patent Scaffolding Co., Inc., are equipped with casters to give them complete mobility. Two major types are available—sectional rolling and sectional ladder scaffolds. The first type has base dimensions of 4'6" by 6', while ladder scaffolds are 24" wide.

In turn, aluminum sectional rolling



scaffolds are available in two types—with an inside stairway or with a vertical ladder built into the frame. The complete assembly includes working platforms, guard rails and adjustable, ball-bearing casters equipped with double locking brakes. Extra protection to maintenance workers is supplied by casters that adjust to compensate for uneven ground or floor surfaces.

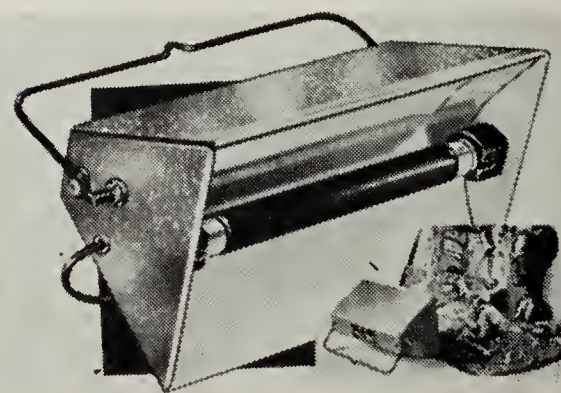
Normally, one man can erect or dismantle an aluminum rolling scaffold. In spite of their strength, the individual frames are light and easily handled. Interchangeability of parts simplifies erection, and components lie flat for storage or transportation.

Ultra-Violet Lamps

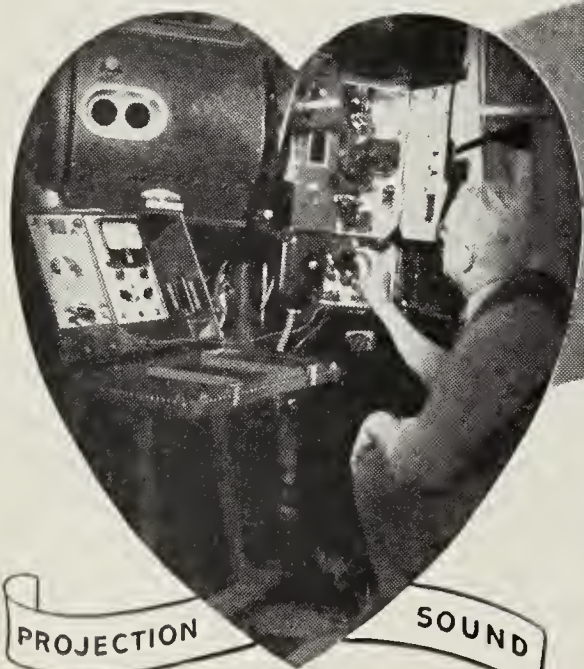
A new line of high-intensity, long-wave, ultra-violet lamps, with important applications for dramatizing window and table displays and for activating fluorescent signs has recently been announced by Ultra-Violet Products, Inc.

When directed at certain substances the invisible "black-light" rays are said to cause fluorescence. When combined, by use of a flasher or other device, with ordinary "white-light" extremely dramatic effects are obtained with the lamps. It is even possible to use normally "invisible" pigments that come to life with startling clarity when exposed to the rays.

The lamps are equipped with a self-filtering "black-light-blue" tube that allows the long-wave ultra-violet rays to pass through but filters out the undesirable rays in the visible portion of the spectrum. No additional filters are required, and the cool-operating tubes will last for 2,000 to 3,000 hours. Recommended for use at low light-levels, they do not, according to the manufacturer, require as great a degree of darkness as lamps using separate filters.



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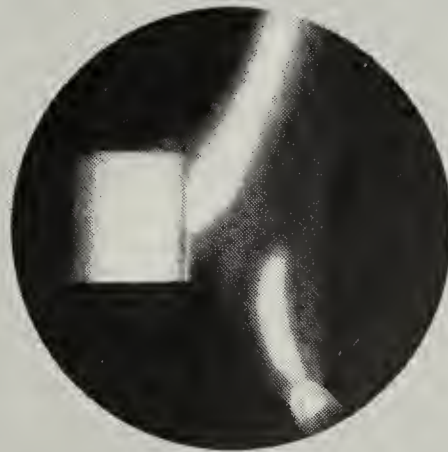
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Asphalt Tile Preserver

A new anti-slip, penetrating, and surface-sealing asphalt tile preserver has recently been announced by Multi-Clean Products, Inc., of St. Paul, Minnesota. The preserver is said to effect a 65 per cent cut in floor maintenance time and a saving of 50 per cent in floor maintenance materials.

A single treatment (no wax used) is applied four times a year and replaces wax applications which are necessary two and three times a month to achieve the continuing beauty and cleanliness desired.

According to the manufacturer, this new asphalt tile dressing and preserver not only beautifies and keeps asphalt tile floors non-slip, but its consistent use will add many years to the life of the floors.

Electric-Aire Catalog Ready

CHICAGO—The Electric-Aire Engineering Corporation has prepared and printed a new illustrated catalog describing its first-line quality hand and hair dryers.

The catalog contains complete, informative, and technical data on both the firm's hand dryers and institutional hair dryers, including specifications, installation procedures, types of users, company policy, and the finest product guarantee in the industry.

The catalog is available on request, and without obligation, from the Electric-Aire Engineering Corporation, 209 W. Jackson Blvd., Chicago 6, Ill.

Vallen Publishes New Catalog

AKRON, O.—Publication of a new 1951 catalog has recently been announced by Vallen, Inc., well-known firm specializing in the design and construction of curtain controls, tracks, and special operating devices.

The 15-page catalog, printed in two colors, gives specification and installation data on Vallen equipment as well as descriptions of the items in the Vallen line. It is available on request to architects, engineers, builders, and others interested in stage and theatre construction.

Da-Lite Issues Projection Aids

CHICAGO—The Da-Lite Screen Co., Inc., recently announced the reprinting of its popular projection data card for the guidance of booth men. The firm is also issuing another publication entitled "Planning for Effective Projection," which is designed to put showmanship in film presentation. Copies are available on request to the company's offices, 2711 North Pulaski Road, Chicago 39, Ill.

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IDEAL SEATING CO.

GRAND RAPIDS, MICHIGAN



Recent Building Trends

(Continued from page PT-5)

fronts, mirrored lobbies, richly carpeted foyers, beautifully decorated auditoriums, handsomely appointed rest rooms, etc., are earmarks which point to the fact that the principal aim has been to please the customer and instill in him the desire to return to the theatre. While every accoutrement has a functional purpose, impressionistic luxury has unmistakably been stamped on it.

The theme of satisfaction to the patron which has dominated these 1950 theatres has also been carried out in ways other than the provision of exquisite surroundings for his relaxation and enjoyment. For example, many of them incorporate television lounges where theatregoers may enjoy their favorite video programs while waiting for the show on the screen to start or at other times. Not only are these television lounges a real service to the customer, they are also a shrewd theatre answer to the threat of this new visual medium. By offering television facilities themselves, theatres may recapture some of the "lost audience" that have stayed at home to watch their own sets.



A COMPACT CANDY STAND in the foyer of the Viers Mill, Viers Mill, Md., captures the eye and the trade of outgoing patrons. Note rich floral drawings on the back wall.

Secondly, increasingly conscious of the parking problem, many new theatres are providing parking areas for their patrons so that there will be no inconvenience involved in coming to the movies by car. Parking facilities are particularly found at those theatres which are incorporated into regular community shopping centers.

Finally, a sizeable number of new theatres have provided such special services as checking facilities, hearing aids, cry rooms, art galleries, community rooms for civic functions, etc. These added facilities are specifically designed to impress upon patrons the fact that the management has their best interests at heart in furnishing these extra conveniences.

The extent of the above special features and the space allocated for them may be partially responsible for the fact that recent new U. S. theatres average only 900-1,000 seats in size. Of course, wider spacing between aisles and more limited operating budgets also account for this general reduction in seating capacity from that of previous years.

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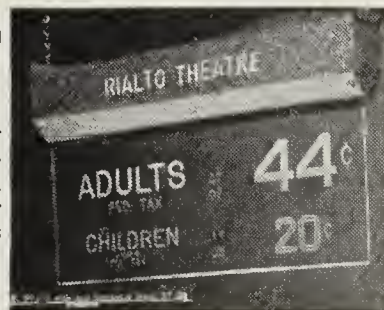
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DRIVE-IN THEATRES

S E C T I O N

The following complete and current drive-in analysis will be carried in greater, and even more valuable, detail in the 1950-51 Edition of THEATRE CATALOG, scheduled for publication shortly. In the latter volume, a detailed listing of the name, address, ownership, car capacity, and operating policy of each of these 2703 theatres will verify the accompanying gross totals and averages.—Ed.)



DEEPLY FLUTED COLUMNS FOR DECORATIVE EFFECT on the highway side of the screen tower constitute an unusual feature of the Bel-Air Drive-In, Versailles, Ind. The huge attraction board, a distinctive entity in itself, is almost as eye-catching with its ribbed column and color-banded support at the rear.

Drive-In Theatres—1951 Season

A Breakdown By Territories and States Of Their Current Numbers and Car Capacities

READERS will recall that in the 1949-50 Edition of THEATRE CATALOG there was published what probably constituted the most comprehensive set of data on drive-ins ever to appear in print. This exhaustive listing of outdoor theatres and their locations, car capacities, ownerships, and policies was compiled, checked, and rechecked both by the home office staff of THEATRE CATALOG and the field representatives of its sister publication EXHIBITOR, the industry's fastest-growing trade paper which serves approximately 11,000 subscribers in each of the 31 distributional territories.

Since the publication of the drive-in list in the 1949-50 Edition of THEATRE CATALOG, a highly trained and competent group in the Circulation Department has zealously and meticulously kept tabs on activities in drive-in construction and operation. Files have been scrupulously maintained to record every fact available about each individual theatre with careful notations made of every change in ownership, increase or decrease in car capacity, etc.

In order to insure further the accuracy of the list, the data contained in the files was first carefully checked against the lists of several major film distributors and any discrepancies marked for further investigation. A first-class mailing was then conducted to the theatre or owner of each of the 2703 listed to verify beyond any shadow of reasonable doubt the data on hand. Any corrections were, of course, immediately noted and made accordingly. The facts and figures published herein represent, therefore, the most up-to-date information available at press time.

However, in view of the day-to-day changes in the status of drive-ins, it is not recommended that the following data be used as a basis of a mailing list. While further drive-in expansion is curtailed for the time being, due to the promulgation of NPA Order M-4 on October 16, 1950,

DRIVE-IN THEATRES and Their CAR CAPACITIES BY FILM DISTRIBUTION TERRITORIES

Film Distribution Territory:	Operating—1951 Season			1950 Season			Change
	No. of Theatres	Total Cars	Ave. Cars	No. of Theatres	Ave. Cars		
Albany, N. Y.	45(1*)	18,017	400	31	351	+14	
Atlanta, Ga.	263(7*)	102,490	390	126	405	+137	
Boston, Mass.	109(6*)	53,935	495	70	517	+39	
Buffalo, N. Y.	42	24,035	572	28	570	+14	
Charlotte, N. C.	289(5*)	73,284	254	179	233	+110	
Chicago, Ill.	62(1*)	42,725	689	38	777	+24	
Cincinnati, O.	113(2*)	49,923	442	99	423	+14	
Cleveland, O.	88(1*)	36,717	417	67	388	+21	
Dallas, Tex.	284(5*)	118,214	416	203	381	+81	
Denver, Colo.	69(5*)	27,699	401	39	421	+30	
Des Moines, Ia.	30	12,210	407	28	437	+2	
Detroit, Mich.	66(1*)	37,139	563	42	561	+24	
Indianapolis, Ind.	98(3*)	52,220	533	66	441	+32	
Kansas City, Mo.	90	37,453	416	51	461	+39	
Los Angeles, Cal.	78(1*)	51,090	655	58	714	+20	
Memphis, Tenn.	62(4*)	25,112	405	35	446	+27	
Milwaukee, Wis.	27(2*)	16,464	610	20	580	+7	
Minneapolis, Minn.	46(4*)	20,983	456	34	436	+12	
New Haven, Conn.	16	8,582	536	9	529	+7	
New Orleans, La.	92(2*)	37,091	403	61	407	+31	
New York, N. Y.	38(1*)	20,908	550	23	636	+15	
Oklahoma City, Okla.	85(10*)	32,246	380	38	470	+47	
Omaha, Neb.	25(1*)	9,832	393	19	449	+6	
Philadelphia, Pa.	74(2*)	41,118	556	61	633	+13	
Pittsburgh, Pa.	119(3*)	50,775	427	72	433	+47	
Portland, Ore.	35(1*)	16,592	474	12	503	+23	
St. Louis, Mo.	68(3*)	31,887	469	73	584	—5	
Salt Lake City, Utah	74(5*)	28,669	388	40	411	+34	
San Francisco, Cal.	94(3*)	50,213	534	48	574	+46	
Seattle, Wash.	28	13,240	473	18	490	+10	
Washington, D. C.	94(3*)	34,563	368	65	355	+29	
TOTALS	2703(82*)	1,175,426	435	1,753	447	+950	

(*) Whenever car capacities could not be ascertained, the theatres themselves were included in the totals, and the numbers unverified were signalled in the accompanying parenthesis. For each such theatre the average car capacity of the known theatres in the particular territory was then added to the gross car capacities of the territory in order to project the most probable totals. Theatres so treated represent approximately 3% of the grand total.

prohibiting any type of new theatre construction, even those drive-ins presently in operation are in a constant state of flux, particularly insofar as names, ownerships, and mailing addresses are concerned. Anyone contemplating the use of the following information for such a purpose should contact the publisher, first of all for permission to do so, and, secondly, to inform himself of any changes that may have occurred since publication.

Survey Findings

The data resulting from the endless hours expended in checking and cross-checking the files enabled the preparation of several summaries both by territories and states. They point to a current total of 2703 drive-ins, an increase of 950 since the publication of the listing in the 1949-50 Edition of THEATRE CATALOG. In all but one territory there was an increase in the number of theatres, with the greatest number of new operations (137) springing up in the Atlanta territory.

By way of further contrast with last season's findings, the 2703 drive-ins currently in operation have a total car capacity of 1,175,426, whereas the 1753 theatres operating during the 1950 season had a total car capacity of only 784,645. It should be noted, however, that there has been a slight drop in the average car capacity from 447 in 1950 to 435 in 1951. Although this decrease is a relatively small one, it may well reflect the allocation of more space within theatre sites for larger playground areas, refreshment stands, projection booths, etc., with a subsequent loss in parking space.

First place in number of operating theatres goes this year to the Charlotte territory, with 289, closely trailed by last year's top-spot holder, Dallas, with 284. Even though there appear to be only 16 drive-ins operating within its boundaries, New Haven still shows a sizeable increase percentage-wise over last season's 9 outdoor theatres. The sole decrease, that of 5 in the St. Louis territory, is probably due to the fact that the area passed the saturation point in the number of drive-ins which could be successfully operated there, so the less popular and poorer theatres succumbed to the inroads of fierce competition.

Turning now to distribution by states, Texas continues to lead the list with 274 drive-ins, as opposed to last season's 196, but North Carolina has jumped into second place with 193 (123 in 1950) ahead of Ohio with 158 (134 in 1950). It is interesting to note in passing that among the smaller states Nevada's 2 drive-ins of the 1950 season were increased by only one, whereas Delaware's 3 outdoor theatres increased 100% to 6.

Conclusion

It is obvious that the drive-in theatre has firmly entrenched itself as a strong pillar in the temple of show business. Its growth has been phenomenal and has exceeded the wildest dreams of even its most enthusiastic proponents. Furthermore, there are no indications that its saturation point throughout the United States as a whole has yet been reached, although it is true that it has probably reached the maximum number which can be supported profitably in certain areas. Of course, the aforementioned ban on amusement construction halts further drive-in construction for the time being, but there is every reason to believe that this is only temporary.

DRIVE-IN THEATRES AND Their CAR CAPACITIES BY STATES

NOTE: Only operating theatres, or those due to operate during the 1951 Season, are included in these totals.

States:	No. of Theatres	Total Cars
Alabama	68(2*)	25,332
Arizona	13(1*)	7,847
Arkansas	38(2*)	15,140
California	156(2*)	91,806
Colorado	32(1*)	14,757
Connecticut	16	8,582
Delaware	6(1*)	3,406
Florida	83(1*)	37,068
Georgia	86(3*)	29,716
Idaho	26(2*)	9,254
Illinois	90(1*)	54,765
Indiana	90(3*)	48,055
Iowa	38	15,291
Kansas	57	23,323
Kentucky	51	24,095
Louisiana	40(1*)	17,483
Maine	24(2*)	11,690
Maryland	14	7,194
Massachusetts	50	27,320
Michigan	68(1*)	37,939
Minnesota	28(4*)	13,413
Mississippi	36(1*)	13,762
Missouri	56(3*)	25,022
Montana	21(2*)	7,814
Nebraska	20(2*)	7,994
Nevada	3(1*)	1,350
New Hampshire	16(1*)	6,745
New Jersey	25(1*)	15,495
New Mexico	24(1*)	9,607
New York	107(1*)	52,010
North Carolina	193(3*)	48,884
North Dakota	7	3,030
Ohio	158(1*)	68,665
Oklahoma	81(10*)	30,547
Oregon	33(1*)	15,892
Pennsylvania	146(2*)	73,438
Rhode Island	4(1*)	2,595
South Carolina	96(2*)	24,400
South Dakota	12	3,943
Tennessee	61(3*)	24,347
Texas	274(5*)	114,475
Utah	28(1*)	12,416
Vermont	15(2*)	5,585
Virginia	75(3*)	26,047
Washington	27	12,975
West Virginia	62(4*)	20,871
Wisconsin	28(2*)	17,369
Wyoming	21(2*)	6,672
TOTAL	2703(82*)	1,175,426

* Same as in Table on page PT-10.

G-E Parts Kits Available

SYRACUSE, N. Y.—The General Electric Co. recently announced that kits for drive-in theatre speaker cone and voice coils now are available to distributors.

These replacement kits are said to enable drive-in theatres to repair damaged speakers with factory-specified, moisture-resistant cones, cork gaskets, and the well-known G-E aluminum voice coil assembly.

The kits now available are as follows: ROC-004 (cone, gasket, and dust cover for 400C22 speaker); ROC-005 (cone, gasket, and dust cover for 525C18 speaker); and ROX-002 (voice coil and spider assembly for 400C22 and 525C18 speakers). Each includes 10 sets of parts.

RCA Service Aids DO Ratings

CAMDEN, N. J.—To assist motion picture exhibitors in the procurement of parts and tubes for sound and projection equipment, the RCA Service Co. recently announced a program which enables exhibitors using RCA parts plan contracts to employ a simplified method of extending DO-97 priority ratings for needed maintenance, repair, and operating materials.

An explanatory card has been mailed to each exhibitor covered by such parts contracts with an attached stamped return card. By signing and mailing the return card, the exhibitor may authorize the RCA Service Co. to employ DO-97 ratings within the scope of Regulation 4 of the National Production Authority, and thus minimize the problem of procuring sound and projection equipment parts.

DITMCO To "Re-Cone" Speakers

KANSAS CITY—Due to production shortages that have developed in in-a-car speakers as a result of the defense program, the Drive-In Theatre Manufacturing Co. recently announced that it will "re-cone" all types of in-a-car speakers.

According to Wallace Agey, vice-president of the firm, this step has been taken to conserve speakers now in use and to cooperate in the defense program.



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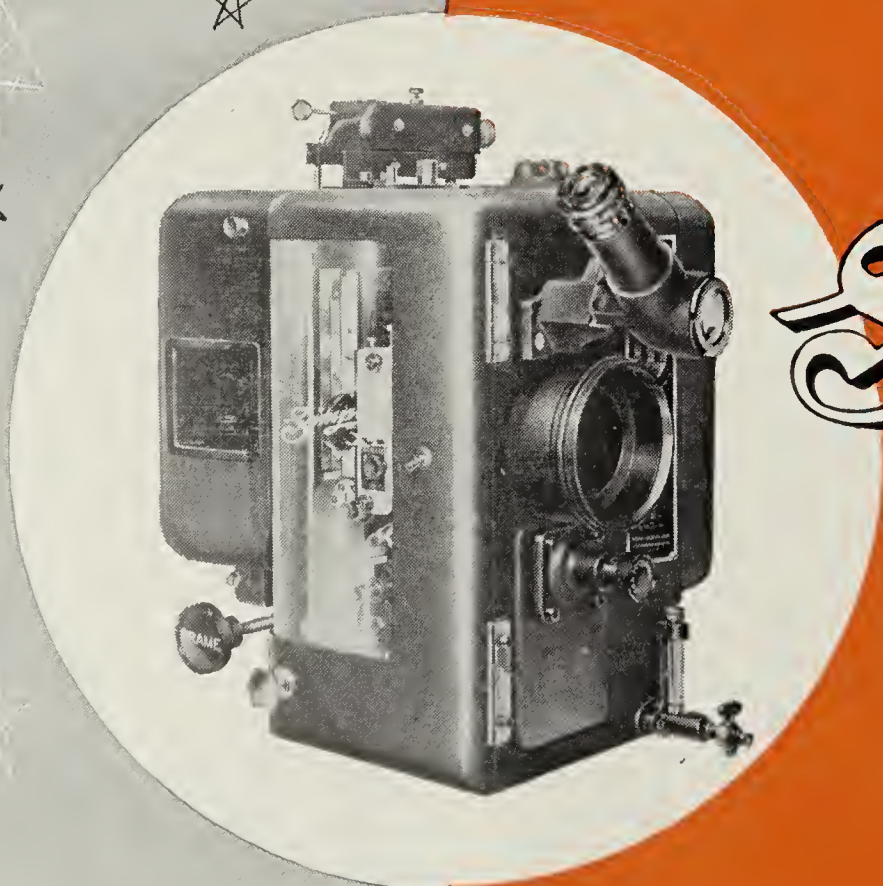
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NEWS OF THE

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BRANCHES

Atlanta

Mrs. Mildred Ricks, Monogram, took a flying trip to Tampa, Fla., on her vacation. . . . Back from a fishing trip to Florida were Mrs. Mildred Rudisill, Columbia, and husband. . . . The new Pine Drive-In opened to the public at Alexander City, Ala. . . . George Thornton, Thornton-Horne Theatres, Alabama, is back after a spell in the hospital.

Exhibitors returned to their homes after attending the fourth annual convention TOOOG meeting very pleased with the sessions.

R. B. Wilby, president, Wilby-Kincey Circuit, was elected to the board of directors, United Paramount Theatres.

Joseph Walsh, in charge of branch operations for Paramount, was in, and conducted a survey of operating problems.

Buddy Chalman, A. B. C. Booking Service, had a slight heart attack. . . . In for a visit were: Mary Brockett, Crescent Amusement Company, Nashville, Tenn.; Milton Friackman, Lincoln, Key West, Fla.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; P. J. Gaston, Griffin, Ga., and Milton Brockett, Crescent Amusement Company, Nashville, Tenn. . . . Hubert Countryman, is the new manager, Bama Drive-In, Eufaula, Ala., a Martin Theatre. . . . Mrs. Nita Countryman is new manager, Villa Rica, Villa Rica, Ga.

January saw a drop in Alabama theatre receipts as compared with December, according to the University of Alabama. The figures are based on sales tax receipts. . . . Abe Brown, K and B Soda Company, where the film folks hang out, was back after a visit to Florida. . . . Miss Betty Sims, secretary, Monogram Southern, is back with a real suntan. . . . Mrs. Diana Estridge, Monogram Southern Exchanges, returned after her vacation in Savannah, Ga. . . . Jack Lancaster, son of Rose Lancaster, Astor, had a vacation in New York.

Mrs. Leo Murphy was added to Monogram Southern. . . . O. A. Gross, returned to the Center and Rodeo as assistant to Bob Moscow. . . . Brigadier General Alpha A. Fowler, Jr., owner, Alpha, Douglasville, Ga., was elected Commander of the Military Order of World Wars.

Mary Brockett, head booker, Crescent Amusement Company, Nashville, Tenn., is back after a booking trip.

The members of the Theatre Owners and Operators of Georgia voted to join COMPO. The dues will be collected by secretary John Thompson, Gainesville, Ga. . . . Jules Sirkowich, Columbia, was in for "Valentino," Rialto. . . . Fred

Ruffin Managers Hold Anniversary Meeting

COVINGTON, TENN. — W. F. Ruffin, Jr., Ruffin Amusement Company, Inc., last week made available copies of addresses at the all-managers meeting of the company at the Sunset Drive-In, near Martin, Tenn., in observance of the 24th anniversary of the organization. All attending were guests of Raco Enterprises, Inc.

After the address of welcome by W. F. Ruffin, president, talks were made by H. F. Whaley, manager, Varsity, Martin Tenn., and assistant manager, Sunset Drive-In, on showmanship by Annie M. Ruffin, secretary-treasurer; on the company's format by the president, and on advertising, concessions, and exploitation by W. F. Ruffin, Jr.

Also discussed were employees group insurance, the May drive, the manager-of-the-month drive, and the Christmas bonus drive.

Young, Atlanta Popcorn Supply, moved from Luckie Street to Walton Row.

Charlotte

The Motor Park (colored) Drive-In, Fayetteville, N. C., opened. Owner is Charles Broadfoot, Jr. . . . The Startex, Tucapaw, S. C., closed. . . . F. G. Nelson is the new owner, Roxy, Old Fort, N. C. formerly owned by W. C. Macon. . . . Martha Linebock, cashier, Columbia, is in the hospital. . . . The Lure, Lake Lure, N. C., opened for the summer. . . . The Pine Street Extension Drive-In, Spartanburg, S. C., opened. Owner is N. E. Belmont. Theatre Booking Service will handle buying and booking.

The New Drive-In, Murphy, N. C., will open soon. Owner is Walter M. Mauney. Theatre Booking Service will handle buying and booking. . . . Jack Fuller, booker, Wilby Kincey Corpora-

tion, takes over the Ritz, Columbia, S. C. Dan Gettis, former manager, Carolina, Burlington, N. C., replaces Fuller as booker. . . . Walter Titus, Jr., stopped off. . . . Hazel Resnick, cashier, Queen City Booking Service, is in the hospital. . . . Joe Cohan, salesman, Republic, Washington, was in conferring with Russ Henderson, Theatre Booking Service.

Mr. and Mrs. Jim Wallace, Midway Drive-In, Durham, N. C., are the proud parents of a baby girl. . . . The Crest Drive-In, Wrightsville Beach, N. C., opens for summer on June 3. Theatre Booking Service will handle buying and booking. . . . Isabel Gordon, biller, Republic, spent a weekend at Fontana Village. . . . Deepest sympathy goes to C. A. Dandelake on the recent death of his wife. . . . W. H. Pickles, Jr., is the new owner, Pate, Bayboro, N. C., formerly owned by Jay Clark. . . . Hugh Owens, eastern and southern division manager, Paramount, was in conferring with Al Duren, branch manager. . . . Mel Everett, salesman, Columbia, spent a weekend in Atlanta.

G. C. Butler, Aynor, Aynor, S. C., and H. J. Nelson, State, Loris, S. C., were in conferring with Russ Henderson and Bob Saunders, Theatre Booking Service.

Visiting and booking were: Jimmy Earnhardt, Taylor, Edenton, N. C.; Roy Champion, Champion Theatres, Wilson, N. C.; Bud Holder, Chatham, Pittsboro, N. C.; Buck Herlong, Saluda, Saluda, S. C.; Sam Erwin, Liberty, Darlington, S. C.; M. Goodnough Royal, Simpsonville, S. C., and J. A. Riddick, Lure, Lake Lure, N. C.

Sam Saunders, booker, RKO, resigned, replaced by Stewart Henderson, Paramount.

Memphis

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"OLD FAITHFUL"

by the walls, the Crosstown, the 63rd house of the M. A. Lightman interests, was opened. Speechmaking by Edward J. Meeman, editor, The Memphis Press-Scimitar, who sponsored the opening through the newspaper's Cynthia Milk Fund for needy babies, was followed by praise by M. A. Lightman for the editor's worthy effort, after which other notable Memphians including the president of the Chamber of Commerce, Frank Grout, paid tribute to Lightman. All proceeds were donated to the milk fund. The tower rises 70 feet from the marquee, set with vertical letters that are six inches wide. Jack Tunstill, formerly with Malco and later manager, Skyview Drive-In, is manager. A prelude to the opening night was a radio program that included Lightman, Sr., his son, M. A. Jr., and Richard Lightman, Meeman, Ed Sapinsley, Jack Tunstill, and Clayton Tunstill, district manager, Malco theatres, and radio staff, who took listeners on a tour of the theatre over the air.

Joe Young, longtime salesman with Paramount, joined Warners. John Osborne whose spot he filled, resigned to become manager, Skyview Drive-In. In turn, the former manager, Jack Tunstill, joined the Lightman interests as manager, Crosstown.

MGM—Pictures shopping were A. C. Pickens, Steele, Mo., and Miss Louise Mask, Bolivar, Tenn.

MONARCH THEATRE SUPPLY — Neil Blount, manager, and salesman Neil Murphy, attended the convention in Little Rock, Ark.

REALART—An infrequent visitor, W. R. Tutt, formerly of Tunica, Miss., but now owner, Star, Pinedell, La. was in greeting old friends.

20TH-FOX—Leon Rountree, Walter Valley, Miss.; W. F. Ruffin, Sr., Covington, Tenn.; J. M. Miller, 78-Drive-In, Tupelo, Miss.; Jimmy Seay, Cardwell, Mo., who announced he had an invitation to take his physical; M. A. Rice, Brownsville, Tenn.; Alvin Tipton, Manette, Ark.; Amelia Ellis, Frayser, Tenn.; Jimmy Singleton, Marked Tree, Ark.; Guy Amis, Lexington, Tenn.; Jack Watson, Tunica, Miss., and L. G. Denning, Bemis, Tenn., were in.

Warner visitors included Benny Huffer, Clinton, Ark.; Douglas Pierce, Pocahtontas, Ark., and P. E. Morris, Indianola, Miss.

New Orleans

Harold Bailey, secretary, Allied Theatre Owners of the Gulf States, sent out a bulletin recently calling attention to the arrival of Rudy Berger, southern sales manager, MGM, who came in to adjust the personal problems of specific theatres; and reminding members that it was necessary that they compile details of any and all hardships and distress-conditions, unfair clearances, unfair rentals, arbitrary favoritism to competitors, and personally appear with

the record of this information at the local Allied office. Bailey stated that this is the first major recognition of Allied complaints and the first serious step forward to aid and render assistance in relief necessary for certain operations.

Don Kay visited after a trek in the territory. . . . Robert Kelly, Jr., enroute from Camp Sam Houston, San Antonio, Tex., to Camp Lee, Va., visited his parents. . . . W. P. Florence made the rounds of exchanges. He is owner-operator, Pelican, Homer, La., and Macco and Joy, Magnolia, Ark. Also in from Arkansas was Cecil Kelly, Stamps, owner, Cil.

Salesmen in were Messrs. Sydney Otis, Warners'; Nicaud, Lippert; Joel Blue-stone, Republic, and W. L. Stevens, Masterpiece.

The Salles, father and sons from Covington, La., were in booking for the Majestic and Star. So was Vic Smoltich, Biloxi, Miss., for his Roxy. . . . Joy Houck flew in from his home in Shreveport, La., to Joy Theatres, Inc.

For 12 consecutive weeks, many families will be the recipients of a courtesy card which entitles the receiver to be host or hostess for one night to a carload of moviegoers, families, relatives, or friends as guests of their choice of New Orleans drive-in owners including Woolner brothers, Airline and Drive-In Movies, Laten, Inc., Crescent, M. Wiltse or manager Fuller, St. Bernard and Mortimer, Shiell, Ollah, and Peterson, Skyvue. The lucky person is picked from the telephone directory by Tiger Flowers, WTPS disc jockey.

Mrs. William H. Cobb's berry picking excursion for pleasure and pastime didn't pan out as joyously as anticipated. Everything was well until on the return trip from the farm of friends of her husband, who is president, Exhibitor's Poster Exchange, and just before entering Ponchatoula, La., they were stopped by a mob of an "all out war" against a berry packing concern. Mrs. Cobb said, "that in less than a half hour she talked more civic rights than she ever did in her life time trying to convince this ruthless gang that they were on a holiday, and not out picking berries for profit." Her speeches were in vain. The leader demanded the keys to the trunk of the car, even demanded her to unlock the trunk, grasped the little cardboard box and cooking utensil of berries, and scattered them on the roadside. One of the men said, "Lady, come back when we win our point with the plants, and I'll pay my own berry pickers to replace these berries for you." In spite of her fright, her ever charming manners did soften the violent attitude of one of the berry farmer strikers. The excursion was made in her Cadillac, a gift from her husband. Others in the party were Mrs. Tom Neely, Mrs. Cobb's cousin, and her 12-year son and her aunt.

Manager W. A. "Billy" Briant and personnel of 20th-Fox sat down to a dinner at Pat Brennan's famous Vieux Carre restaurant, a treat from general

sales manager, Andy Smith, before his retirement. Along with Briant were H. F. Harrell, office manager; Yvonne Blanchard, Brian's secretary; Joyce Engeron, bid clerk; Anna Belle McDaris, office manager's secretary; C. S. Kennedy and L. C. Ingram, salesmen; E. G. Perry, head booker; Lloyd Edwards and E. K. Williamson, assistant bookers; Ruth Rome, Elizabeth Huhner, and Helen Dawsey, booker's stenographers; Jean Webb, cashier; Helen Carson, assistant cashier; Maxine Ruggiero, box office clerk; June Herrmann, general clerk; Barbara Ceiler, billing clerk; Joan Squires, telephone girl; J. T. Silvers, head shipping clerk, and assistants W. H. Desforges and H. J. Roberts; Beulah Bodenheimer, head inspectress, and her crew, Ethel Holton, Eva Vignelles, Gertrude Ferguson, Evelyn McNulty, Helen Simonsen, Bella Helmke, and Mary Anoon, and porter Lawrence Jamieson.

The biggest fire Alexandria, La., had in five years completely destroyed the Ritz. Origin was unknown. The estimated loss is between \$150,000-\$200,000. Joseph Zaro, building and maintenance director, Bijou Amusement Company, Nashville, Tenn., rushed to the scene.

Earl Guidry will open a new theatre at Bourg, La., on June 2. Russell J. Callen will be his buying and booking representative. . . . Juanita Madrazo, Paramount, was sealed to Corporal Lloyd Richards on May 10. . . . Kay headquarters is on the second floor, 218 South Liberty Street, next to J. G. Broggi's Exhibitor Service.

Jack O'Quinn had to shut down operation of his Echo Drive-In, New Iberia, La., until the screen and screen tower damaged by a violent windstorm could be repaired. . . . Gordon Ogden's new first-run Gordon, is scheduled for opening in the capitol city about July 1. Tom Neely, National Theatre Supply, sold the sould equipment and projectors, and Paul Shallcross, American Desk and Chair Company, supplied the seats.

Visiting were: Arthur Lehmann, Jackson, Miss.; Mr. and Mrs. Keller, Community Center, Reserve, La.; Floyd Murphy, Vicksburg, Miss.; John Parker, Westwego, La.; Clarence Thomasie, Harvey, La.; Ed Thomasie, Marrero, La.; Mr. and Mrs. Vic Meyer's, Peacock; O. J. Barre, Luling, La.; B. V. Sheffield, Poplarville, Miss.; Roy Pfeiffer, Baton Rouge, La.; Billy Fox, Johnson, Alexandria La.; Don Maynard, Shreveport, La.; Charles Waterall, Pritchard, Ala.; Mr. and Mrs. Tom McElroy, Shreveport, La.; A. J. Rosenthal, Silver City, Alexandria, La.; Robert Molzon, Norco, La.; Lewis Watts, Oil City, La., and William Lighter, Pass Christian, Miss.

Louisiana Alexandria

When a wall collapsed during the fire which completely destroyed the Ritz, a fire captain was killed. The theatre building was one of the oldest in Alexandria, and was owned by Bijou Amusement Company, Nashville, Tenn., and operated by William Oaks.

NEWS OF THE

Territory

Chicago

Warner Theatres' Jeffrey and Hamilton were taken over by James Coston.

Emil Stern and his son, Arthur, closed four theatres, the Abon, Ardmere, Liberty, and Rosewood. Also closed were the local Dale and the Rex, Chicago Heights.

Twenty-one Northside theatres co-operated with the United Cerebral association in a collection campaign to raise \$400,000. . . . Alex Halperin, former Warner Theatres film buyer, was named assistant to Al Kvoil, who succeeded James E. Coston as Warner Theatres zone manager.

John Humenik, for several years assistant manager, 400, before its closing, was given the same position by J-L-S at the McVickers. . . . F. L. Loew, owner, Star, Lebanon, Mo., bought a house at Brookfield Mo. . . . Bob Curley, theatre publicist, is better after a heart attack.

Nate Platt's B and K quest to the coast to secure top-flight talent for the Chicago stage was highly successful. . . . John Jones, JLS Circuit, and his wife sojourned on a ranch near Tucson, Ariz. . . . Will Brown was named Majestic manager, Terre Haute, Ind.

The Better Films Council of Chicagoland elected Mrs. Frank Buttsbach president; Mrs. Robert Brauer, vice-president; Mrs. Allan Levy, secretary, and Mrs. Charles Duax, chairman, review committee. . . . The suit of Essaness against B and K was referred by Federal Judge Campbell to Master in Chancery Elward for depositions. . . . Bill Williams reopened his Gasconade, Owensville, Mo., after remodeling.

L. A. Mercier, owner, Mercier, Fredericktown, Ill., appointed Robert Farrar to manage his Hi-Y Drive-In. . . . The Plymouth, O., town council rescinded the three per cent admission tax in force for many years.

Vernon Everroad was appointed Alliance Theatres city manager at Vincennes, Ind. . . . James L. Smith, assistant, Lake, was promoted by Essaness to manage the Southern, Oak Park, Ill. . . . Essaness decided not to reopen for the present its 400, recently relinquished by J-L-S. . . . Hector Bishop, manager, Cine, until its closing, was assigned by B and K to assist Ted Boismereau, Southtown manager. . . . The Don Howards, owners, Logan, Logan, Ia., placed Beverly Hedrick, Stuart, Ia., in charge of the house when they moved to Des Moines.

Dennis Leslie, manager, Argmore, went to the Vogue. . . . Avinere Toigo, manager, Esquire, Springfield, Ill., on July 5 will send 50 kiddy club winners,

in a contest conducted by the theatre, on an expense paid trip to the St. Louis Browns-Cleveland Indians baseball game at St. Louis.

Herb Cohen was appointed assistant to James Donahue, Paramount central division manager. He takes the place of U. V. Wortheimer, made manager, Milwaukee division. Wortheimer replaces Jess McBride, assigned to the Minneapolis post vacated through the death of Ben Blotcky.

Samuel Tishman, 57, former owner, Paramount, Wheaton, Ill., passed on in New York City.

The legal ruckuses which continued for several years, involving groundholders, operating companies and bondholders of the 32 West Randolph building, which houses the Oriental, were apparently finally settled through the sale of the property by Randolph Bohrer and L. H. Barkhausen to the Walco Corporation, headed by Herman Silverstein. Bohrer retains the Oriental lease, a high percentage deal, running to 1962.

Edwards Theatres announced the closing of the Tivoli, Aeldo, Ill.

Arthur Manheimer was named manager, National Screen Service, succeeding Irving Stacil, retired.

According to a list compiled by the City Tax Collector, 53 theatres closed during the past three years.

Samuel Abrahams, 72, theatre operator since 1914, passed on after suffering a heart attack in his Crest. . . . Harry Turrell, Warner Theatres district manager, with the circuit 20 years, resigned.

Ben Katz, U-I exchange chief is better after surgery in the Mt. Sinai hospital, Miami, Fla. . . . The suit brought by Emil Stern, circuit owner, against Edwin Silverman, president, Essaness, was taken under advisement by Judge Elmer Snackenber, Circuit Court. Stern claims negotiation terms in the sale of his interest in Essaness were not fulfilled.

Jack Kirsch, president, Allied Theatres of Illinois, complimented William F. Rodgers, vice-president and general sales manager, Metro, for his promise of aid to exhibitors.

Alliance Theatres conducts a training school at its Kokomo, Ind., outdoor.

Leonard Schultz, assistant manager, Lake, Oak Park, Ill., joined the army medical corps.

Dallas

A luncheon was tendered James R. Grainger honoring Republic's "Jimmy Grainger Friendship Drive," May 14-Sept. 29, by local exhibitors.

Interstate Circuit announced that in compliance with federal court orders it will relinquish operation of the Mar-Tex. They will be transferred to the Martini Estate. The Paramount affiliate retains the State, Queen, and Broadway,

Galveston, Tex., and has opened a new drive-in there, the Oleander.

State film folks seen on Film Row were: O. T. McGinley, Ritz, McGregor; Mrs. C. W. Matson and her daughter, Dorothy Matson, Dixie, Rockdale; Mr. and Mrs. Temple Summers, Palace, Glen Rose; Bob Clemmons, Community, Fort Worth; H. S. Cole, American, Bonham; C. O. Simmons, Plaza, Denton; M. Mitchell, Spann, Forney; M. E. Hamm, Hunt Drive-In, Greenville; Joe Love, Love, Snyder; C. Emmert, Village Drive-In, Ennis; W. W. McNatt and son-in-law Buddy Bass, Inez, Naples; R. W. Hailey, Lott, Lott; Annie Coleman, Metro, Abilene; C. C. Hamm, Queen, Quiteque; Jack Holden, Mazda, Springtown; R. Z. Coleman, Matex, Mabank, and Martin W. Lermour, National, Graham.

Ernest P. Herber, Herber Brothers, took a business trip into west Texas. . . . Mr. and Mrs. Phil Isley returned from the west coast. . . . The Knox Street, North Dallas, was opened after having been closed for over a year. Leo Craiker has taken it over, and his son, Richard, is helping.

C. J. Musselman, who formerly owned theatres at Paris, Tex., spent several days visiting. . . . H. R. Poor, Sadler, Law, Tex., is in the process of remodeling the house. . . . Herald "Cuz" Goodman and Robert "Georgia Slim" Rutland have formed a partnership, Goodman-Rutland Company, offering publicity and entertainment services. The first major effort is an amateur contest series, at the Big D Drive-In, and which is to run on four consecutive Saturday nights. Cash prizes total \$150 over the four-week period.

Denver

Edward Mapel, owner, Gem, has been reelected to City Council, and Howard Banzhaf, Tabor projectionist, was elected to the same body, both for four-year terms. The proposed daylight savings time was defeated.

Frank McCully, owner, Rainbow, Joseph, Ore., flew to Denver to sign up for the "Movie Sweepstakes" franchise for Portland and Seattle. Life magazine has arranged to do a picture-story of the new attendance booster at the Lakewood, Lakewood, Colo., where the game is being tried out, and where it is said to have doubled Tuesday business.

Fred Brown, film buyer-booker, Black Hills Amusement Company, was rushed to St. Luke's Hospital, receiving blood transfusions.

Bernice Smith, ELC cashier, who moved to Columbia, moved again, this time to Realart, as cashier.

Stenographers and shipping room help is getting very hard to get what with the air force setting up an immense paying center in Denver. It is taking all the help that can pass the examinations, and the scale is considerable above what the exchanges can offer, lacking an authorization from the home offices to

pay more. Almost every day from one to three exchanges have ads in the dailies for stenographers.

Carl Larson, 20th-Fox office manager, went to St. Luke's Hospital for treatment. . . . Clarence Martin sold the Gem, Hugo, Colo., to Sam Feinstein. Martin then bought the Alpine from Larry Sandler. . . . Carl F. Mock, former Film Classics salesman, who returned from a trip to Europe, acquired the franchise for the Denver territory for the Barnett Film Service Theatre Clocks. . . . Elmer Martel is opening his new 350-car drive-in, the Luv-Vu, Loveland, Colo., about June 1.

The \$3,000,000 anti-trust suit of Cinema Theatres' Broadway against Loew's, 20th-Fox, RKO, and Fox Intermountain Theatres is set for hearing on Sept. 24 in U. S. District Court.

Des Moines

Allied held two regional meetings, the first at the Martin Hotel, Sioux City, Ia., and the second at the Eadmar Hotel, Mason City, Ia. On the agendas at both meetings were the Roy Rogers Club giveaways and legal methods to handle them, film rentals, clearance, etc.

Kansas City

Loew's Midland booked in its first stage in five years. . . . 20th-Fox's new office manager is Frank Norris.

Edwin Aaron, midwest division sales manager, 20th-Fox, was tendered a farewell luncheon party at the Hotel President by approximately 150 friends upon the eve of his departure to become southern and western sales manager. Successor M. A. Levy was also present.

Los Angeles

Richard B. Hood, special agent in charge of the Federal Bureau of Investigation and Ted R. Gamble were the main speakers at the annual Americanism dinner meeting of Allied Post 302, American Legion. Charles P. Skouras, president, Fox West Coast, and an honorary colonel in the post, co-sponsored the program, which was highlighted by a competitive drill in which 20 outstanding cadets from 20 ROTC high school units competed.

Milwaukee

U-I's Charles "Bud" Spicer, salesman, took off for other parts. . . . Dick Katz, is the new U-I assistant shipper. He was formerly with National Screen Service. . . . Picnics and parties have been getting good workouts, with Ann Vishing, Eleanor Stevens, and Beverly Krasno handling the details. . . . Arden Thur, now with AITO of Wisconsin headquarters, was for three years at the Downer as an assistant to Miss Estelle Steinbach.

Dan F. Kelliher, Sprague, Elkhorn, Wis., will celebrate 40 years in show business. He will be 70 on his next birthday, and says, "I've never fired an employee." He maintains a mailing list of over 4,000 patrons, many of which insist

on receiving the program card each week.

Bob Guiterman, Capitol and Mikado, Manitowoc, Wis., was in. . . . Mrs. Francis Kadow, Mikadow and WOMT, Manitowoc, Wis., visited her sister. . . . Elmer Brennan, Standard Theatres' district manager, Green Bay, Wis., staged a big bally in conjunction with "The Great Caruso."

Charley Koehler, Astor, has an arrangement with the Bell Telephone Company whereby he passes on to any exhibitor for 26 weeks black and white and color subjects for free. Houses which have already played the film include the Princess, Roosevelt, Telenews, and Delft Circuit theatres.

The Fischers are back in business; they've taken over the Lincoln. Earl and Lester Fischer are in charge.

Minneapolis

Donald H. Conley, RKO salesman, was promoted to branch manager, Des Moines exchange.

The possibility of a new approach by North Central Allied to trade problems was suggested by Ted Mann, new NCA president. The new policy might be one of conciliation and negotiation of trade practice disputes with distributors. . . . M. A. Levy has been promoted from Minneapolis 20th-Fox branch manager to midwestern division head. Ralph Pielow, manager, 20th-Fox, Des Moines, has been named manager, Minneapolis branch.

Donna McClaine, biller, NSS, is vacationing in Cumberland, Wis. . . . Employees of NSS had their annual picnic at Como Park, St. Paul. . . . Gib Esterly, head shipper, Paramount, was in the American Bowling Congress tournament in St. Paul, Minn. . . . The Paramount Pep Club had a weiner roast near Excelsior, Minn. . . . Mary Ellen Sobota, booking manager's secretary, Paramount, spent her vacation at home.

Recently out-of-town exhibitors in were: George O'Brien, Melrose, Minn.; Kenny Eitrem, Woonsocket, S. D., and Keith Mlinar, Spring, Valley, Minn. . . . Fred Mueller completed extensive improvements at the Ritz, Mapleton, Minn. . . . Don Swartz leased the former ELC office for his Independent Film and Independent Poster exchange. The offices recently were vacated by his brother, Abbott, who moved over to UA branch manager.

Paul Mans, independent exhibitor, was rushed to the hospital. A partner, Don O'Reilly has recovered from a heart attack. . . . Attorney Samuel Halpern and architect George Becker are incorporators with Clem Jaunich in the newly-completed Sterling, Austin, Minn. . . . Vern Adolphson is the new owner, Norwood, Norwood, Minn.

Fay Kerrigan, with the Berger Circuit for 18 years and manager, Riviera, Hastings, Minn., since June, 1948, resigned, and moved to the west coast. . . . Verne Hanson and Joseph Finell pur-

chased the Finley, Finley, N. D. . . . Bob Alexander is the new owner, Park, Braham, Minn.

The new Terrace, suburban Robbinsdale opened. Some of the Terrace facilities include room to park 1,000 cars in front of the theatre, well furnished nursery rooms, luxury type oversize seats, a television lounge, and a specially designed music system.

The Royal, only house at Unionville, Mo., across from the Iowa border, was destroyed by a fire which destroyed six other business houses in a \$300,000 blaze. . . . Central States Theatre Corporation is rebuilding the Call, Algona, Ia., destroyed by fire last December. The new theatre will be fireproof, air-conditioned, and will seat 750. . . . The new West-Vue Drive-In, the third drive-in at Des Moines, is scheduled to open on May 25. Jack Segal, former manager, Town Drive-In, will manage the new spot, which will accommodate 600 cars.

Nate Sandler has been transferred from a Moline, Ill., hospital to his home here where he is reported resting well following a heart attack suffered at Rock Island, Ill., while enroute to the Variety Clubs International convention at Philadelphia. . . . Variety Club will hold its annual all-industry golf tournament and stag at the Hyperion club on June 4. . . . The employees of Tri-States and Central-States Theatre Corporations will hold a golf tournament and picnic at Woodside on June 3. . . . Peter A. Nepote has been appointed manager, Frisina, Keokuk, Ia., succeeding K. C. Whetstone, retiring because of ill health. Nepote formerly managed houses for Frisina at Olney, Ill. . . . Bill Cowles, Mystic, Ia., is a patient at Veterans Hospital. . . . Betty Christensen has been named office manager, Collegian, Ames, Ia., succeeding Mrs. Ray Iler.

Oklahoma City

The Ritz, Fairland, Okla., has been purchased by Mrs. Blanche M. Sawyer. . . . C. H. "Buck" Weaver, Paramount branch manager, has been named general chairman for the "Turtle Derby" to be held on Sept. 15. . . . E. R. Slocum, Video Theatres partner in El Reno, Okla., was recently elected new chairman, Theatre Owners of Oklahoma board.

Changes in U-I caused by the transfer of Jack DeLier as salesman in the Kansas City branch were numerous. Jack Box, former booker, is promoted to salesman in the southeast part of Oklahoma. Glen Fowler, student booker, moves up to the booking spot, and Hugh McKee, recently discharged from the marines and a former student booker before entering the armed services, will be assistant booker. Peggy Ann Haun is the new PBX-receptionist, replacing Jean Wilson, advancing to the billing position.

Vera Plumlee, stenographer, booking department, Paramount, is enjoying a vacation with her husband. . . . Ernestine Fowler has been filling in temporarily with Video Theatres in the comptometer

department. She recently resigned as ledger clerk with Paramount.

State exhibitors seen along The Row were V. A. Scott, Hollywood, Bokchita; Volney Hamm, Okla, Frederick; Mrs. Truman Ellerd, Ritz, Blanchard; Waite Kerr, Platt, Sulphur; Mrs. Blanche M. Sawyer, Ritz, Fairland; Frank Nordean, Arcadia, Maud; Henry Walze, Star, Minco; L. E. Brewer, Royal, Pauls Valley; Paul L. Campbell Sun, Pauls Valley; L. E. Snyder, Apache Drive-In, Tulsa; A. R. Walker, Nusho, Broken Arrow; E. B. Anderson, Riverside Drive-In, Norman; H. B. Lord, Moore, Moore; Don Abernathy, Royal, Fairview; Seibert Worley, Liberty, Shamrock; Wesley Hodges, Bulldog, Weatherford, and Henry Simpson, Ritz, Comanche.

Omaha

Maxwell M. Rosenblatt, former RKO branch manager at Des Moines, was named RKO branch manager, succeeding Jack Renfro, resigned.

St. Louis

The Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois has voted to join COMPO.

A series of six regional meetings and film clinics have been scheduled for June by Mid-Central Allied Independent Theatre Owners, Inc., in Missouri and Illinois. Al Myrick, president, and Leo Wolcott, chairman of the board, Iowa-Nebraska Allied, will act as moderators. Other portions of the meetings will be under the leadership of Charles Niles, National Allied treasurer, and Jeff Jefferys, president, Paul Stehman, secretary, W. H. Hoffman, board chairman, and Elvin Weick, vice-president, Mid-Central. The meetings will be held in the following cities: June 6, Leland Hotel, Springfield, Ill.; 7, Emerson Hotel, Mount Vernon, Ill.; 8, Dunn Hotel, Poplar Bluff, Mo.; 11, Edwin Long Hotel, Rolla, Mo.; 12, Mark Twain Hotel, Hannibal Mo., and 13, Pere Marquette Hotel, Peoria, Ill.

The Communists don't like Hollywood motion pictures because they give too much information to the people behind the Iron Curtain about the great advantages of the American way of life and, of course, democracy at work, Arthur H. DeBra, director, Community Relations Department, Motion Picture Association of America, said in an address at the annual installation meeting of the Better Films Council of Greater St. Louis. DeBra also praised the work of the Youth Cinema Clubs of the Americas.

The report of Mrs. Guy Randall, general chairman, reviewing committee, Better Film Council of Greater St. Louis, reveals that none of the 434 feature films reviewed by the committees during the year was condemned. Of the 434 films, 166 were classified for family shows, 150 for adults and young people, and 118 for adults.

Tom Edwards, Farmington, Mo., president, Motion Picture Theatre Owners of

St. Louis, Eastern Missouri, and Southern Illinois, called a meeting of the board in Belleville, Ill., on June 12. Among the subjects to be taken up will be a report from a special publicity committee named by the directors at a meeting to start the ball to rolling in a much needed campaign to "bring 'em back to the movies." This publicity committee includes: William T. Powell, chairman; Russell Bovim, James Castle, Lester Krepp, Martin Davis, and Myra Stroud. One promotional endeavor has already been launched. Plans are being formulated to build a speakers' bureau from within the ranks of the MPTO to address service clubs and educational groups, etc., and a suggested program for these speakers is to be submitted at the June 12 meeting.

The Frisina Amusement Company, Springfield, Ill., closed the following theatres: Grand, Robinson, Ill.; Roxy, St. Charles, Mo.; Ritz, Litchfield, Ill., and Effingham, Ill. The circuit has drive-ins at or adjacent to Robinson, Litchfield, and Effingham, while Mr. and Mrs. Dave Komm are opening a new drive-in in St. Charles, Mo. The circuit will keep open the Strand, St. Charles, Lincoln, Robinson, Capitol, Litchfield, and Heart, Effingham, Ill. The company plans to open its 600-car near Keokuk, Ia., and another 600-car drive-in adjacent to Hannibal, Mo.

In Carrier Mills, Ill., the 400-seat Nox recently was sold by A. M. Chamness to the Turner-Farrar Theatres, Harrisburg, Ill., owner, 500-seat Grand. Chamness previously had disposed of the Nox, Eldorado, Ill., to Delbert Wagner; the Kay, Karnak, Ill., to D. B. Stout, and the Nox, New Haven, Ill., to Hendy Absher.

In Mount Olive, Ill., Mrs. Josie Lawson, 500-seat New Grand, sold the house to Joe Katz, Benld, Ill., who also operates the 450-seat Grand, Benld. Katz plans to operate the theatre during the summer months with shows on Sundays, Mondays, Fridays, and Saturdays in the evening. . . . The 400-car Mount Olive Drive-In, Mount Olive, Ill., will be opened by Louis Odorozzi, Staunton, Ill., will be handled by Co-operative Theatres of St. Louis.

In Keokuk, Ia., Pete Nepote, who managed the Frisina Amusement Company's Arcadia and Elks, Olney, Ill., recently was transferred to replace K. C. Whetstone, resident manager for the Frisina Circuit. Nepote has been succeeded at Olney by E. French Gallagher, Centralia, Ill., with the Fox Midwest Theatres for a number of years. The Frisina Amusement Company operates the Grand and Iowa, both upwards of 1000 seats, in Keokuk, and plans to open the Skylark Drive-In.

In Jacksonville, Ill., the Central Amusement Company, owner, Jacksonville Drive-In, has increased the capacity of the drive-in by 150 cars to about 650 cars. . . . In Granite City, Ill., burglars who broke into the Kem did a lot of work for a small amount of loot. . . . In Lincoln, Ill., Mrs. Steve Bennis, own-

er, Auto Vu Drive-In, contemplates increasing the capacity.

In Hannibal, Mo., the Frisina Amusement Company's drive-in is being ready for opening in June. Its initial capacity will be about 600 cars. The circuit also operates the Tom Sawyer, 1500 seats, and the Star, 750 seats, here, while Edward Rosecan has the 600-seat Rialto.

Bill Weiss, a member of Republic prior to becoming associated with the Crescent Productions, Inc., Wellsville, Mo., announced the sale of his stock in the Crescent company to John F. Rees, owner, Regal, Wellsville, the principal stockholder of the company.

In Illiopolis, Ill., Edward Griesheim announced that construction contracts for the proposed new theatre for Illiopolis may be awarded in a short time.

The Ashland, an 800-seater operated by Tom Curly, and booking through the Kaimann Booking Offices, has been closed for remodeling.

Floyd Lewis, who managed various exchanges in St. Louis until about 15 years ago, later going to the west coast, was visiting some of his old friends. . . . State Senator Ed Long, Bowling Green, Mo., principal stockholder of Long Theatres Company, owner, Trojan, Troy, Mo., was visiting Lake Placid, N. Y. . . . George Faith, owner, Linn, Linn, Mo., plans to open a theatre at Chamois, Mo., at an early date. Chamois has been served by the Community Theatre, operated by Father A. V. Peopsel, pastor, Catholic parish.

Out-of-town film folks seen along the Row included: Rani Padrucci, feature booker, and Johnny Giachetto, short subjects booker, Frisina Amusement Company, Springfield, Ill.; Forrest Pirtle, Jerseyville, Ill.; Mr. and Mrs. J. A. Kraus, Kauvee, Ill.; L. A. Lieber, Pacific, Mo.; Hermann Tanner, Vandalia, Ill.; Frank X. Reller, Wentzville, Mo.; George Barber, Tuscola, Ill.; Paul Schroeder, Lebanon, Ill.; Tom Bloomer, Belleville, Ill.; G. H. (Gus) Boomler, North Alton, Ill.; Joe Goldfarb, Upper Alton, Ill.; Joe Katz, Benld, Ill.; Loren Cluster, Salem, Ill.; Robert Marchbank, Washington, Mo., district manager, Commonwealth Circuit; Harry Blount, Potosi, Mo., and Mr. and Mrs. John Rees, Wellsville, Mo.

Tilden Dickson, Crystal City, Mo., exhibitor, went to Phoenix, Ariz., to spend much of the summer with Mrs. Dickson. . . . Myra Stroud, managing secretary, Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, enjoyed another birthday. . . . Ginger Howard, daughter of Joe Howard, Monogram salesman, joined the stenographic staff of RKO. . . . Leo Keiler, president-general manager, Columbia Amusement Company, Paducah, Ky., enjoyed a week's fine fishing in Lower California.

Oscar Turner, Sr., Harrisburg, Ill., is taking things easy following a flareup of a heart ailment. . . . Joe Newsham, assistant manager, St. Louis Theatre Supply Company, is proud of his seven and one-half pound son. . . . Don Wyrick,

formerly associated with St. Louis Theatre Supply Company, has gone into business for himself.

Bill Powell, district manager, Midwest Drive-In Theatres, went to Springfield, Mass., his former home. . . . Arnold Berger, Smith Management Company, Boston, owner, Midwest Drive-In Theatres, was a visitor.

Bill Wandell, Rolla, Mo., Berutt-Wandell Circuit, went to Springfield, Mo., for an operation on his injured elbow. . . . Edgar M. Queeny's "Latuke" has been playing to good business at both the Shady Oak, Clayton, Mo., and the Pageant.

In Pagedale, Mo., plans of the Kilgore Amusement Company, headed by William Kilgore, Overland, St. Louis County, Mo., for the construction of a 700-car drive-in on the west side of Kingsland Avenue south of the St. Charles Rock Road to cost from \$90,000 to \$150,000 have been side-tracked for some time.

Salt Lake City

June 13-15 has been selected as Round-Up Time in the Intermountain area, with a Calcutta and the Victory dinner at the Newhouse Hotel as the big entertainment. Open house will be held at Variety clubhouse on June 14, and the ladies organization will entertain at a luncheon at the Country Club and at Fort Douglas on June 14. Chairman is Harry Swanson, salesman, Paramount; with Shirl Thayne, salesman, U-I; Sidney Cohen, Intermountain Theatres; Bob Braby, manager, Gem and Empire; Jack McGee, district manager, Fox West Coast, and Charles Iacona, Intermountain Theatres, treasurer, as advisors.

San Antonio

Charles Porter has been named assistant manager, Aztec, succeeding Floyd Hill, who resigned to enter private industry. The Aztec returned to a Thursday opening policy.

The Prince, Southern Theatres Company, will have new seats. . . . Jewell Truex, Azteca, entered the Texas open golf tourney. . . . The Maya, an open-air theatre, owned by G. A. Lucchese, Zaragoza Amusement Company, closed.

Robert L. Johnson, manager, Parkway, Fort Worth, Tex., was still in a hospital recovering from injuries after being beaten up by a gang of youths carrying on a "feud" with the theatre personnel.

Roland Hill, Capitol, Austin, Tex., has taken his physical. . . . Frank L. Wood, formerly of Detroit, has taken over duties as manager, Jefferson, Beaumont, Tex., owned and operated by the Jefferson Amusement Company. Wood was formerly manager, Civic, Detroit. . . . E. B. Buffington resigned his post with the Long Theatre Circuit, Bay City, Tex., where he was manager, Texas, to join the Cooper Foundation Theatres, Colorado Springs, Colo.

A motion picture awards luncheon was held at the Shamrock Hotel, Houston,



Seen above are some shots of a recent meeting of IATSE Local 249, Dallas, and at the top, from left, are the union's officers, President Paul W. Humphries, Guy L. Luther, H. D. Hill, Jr., secretary; D. P. "Skeet" Holt, treasurer; C. J. Moore, vice-president; H. D. Hill, Sr., business agent; Randall Estes, financial secretary, and C. A. Harcum, chairman, board of trustees of the organization.

Tex., during the convention of the General Federation of Women's Clubs.

San Francisco

The 19th Avenue Drive-In, San Mateo, Cal., is the first outdoor theatre to drop prices. Operated by H. G. Price, Inc., for General Theatrical, the ozoner now admits a car, regardless of the number of passengers, for \$1. . . . Joe Boyd, Kerman, Kerman, Cal., was a visitor at Columbia. . . . Edward G. Maley, Downtown, is not only a successful theatreman but a patriotic one. His theatre admits free of charge a group of service men and women from the AWVS, YMCA, YWCA, and the Catholic USO. . . . Mark Alling, manager, Golden Gate, never misses an opportunity for personal appearances. . . . Branch manager L. C. Wingham, MGM, returned from a sales meeting with George Hickey, west coast sales manager, in Los Angeles. . . . Mat Cvetic has been in, accompanied by Herb Pickman, Warners, to publicize "I Was A Communist for the FBI." . . . Jack Stevenson, Paramount salesman, returned from his vacation in New York. . . . National Screen Service division manager B. R. Wolfe, left after a conference with manager Jack Marpole. . . . Willy Kuttner is on vacation from NSS. . . . Issy, "the Wolf," National Screen Service, is on a trip through the Valley territory. . . . Donald Mangum, formerly assistant manager, Embassy, has been appointed manager, Ellis, by Dan McLean and Lee Dibble. Frank Scelzi, formerly treasurer, United Artists, replaced Mangum as assistant, Embassy. . . . N. P. "Red" Jacobs, president, Favorite, returned from Seattle and Portland.

Changes in management of Fox West Coast Theatres, made by M. Spencer Leve, Northern California division manager, see John Eifert, formerly a manager in the Valley district, returned as manager, Crest, Fresno, Cal., replacing C. E. MacDonald recently appointed Peninsula district manager. William McIntire, manager, Lodi, Lodi, Cal., has also been appointed temporary manager, State, Lodi, replacing Jack Center, recently transferred to the Ritz, Hanford, Cal. Ralph Silva former manager, Strand, Vallejo, Cal., has been transferred to manage the Tower, Oakland, Cal., replacing Robert Marseilles now manager, Strand, Vallejo.

Rotus Harvey, president, PCCITO, announced that Harold Chesler, Bingham Canyon, Utah, will head the children's committee for the PCCITO convention at Del Mar, Cal.

Seattle

Jack Burk, widely-known Pacific Coast film salesman, has been appointed Seattle branch manager, 20th Century-Fox. Before going to San Francisco several years ago, Burk was salesman for RKO and for U-I. He returned to Seattle in September, 1949, to succeed the late Ray Ackles as Eastern Washington salesman, and was transferred back to San Francisco a few weeks ago. He now succeeds Chilton Robinett, now a partner of Ed Johnson, Spokane, Wash., and Dwight Xpracher in the operation of three theatres on Willapa Harbor, the Raymond and Tokay, Raymond, Wash., and the Harbor, South Bend, Wash.

Peter Barnes purchased the interests of his partner Dr. DeWar, in the Ruby, Chelan, Wash. Barnes, who makes his headquarters in Ontario, B. C., is leaving in June for England. . . . Herbert Sobottka, vice-president, Hemrick Theatres, returned with Mrs. Sobottka from a vacation. . . . Bernie Wolf, western district manager, NSS, was here from California.

Work started on the extensive remodeling of the exchange on Film Row formerly occupied by ELC. It will be taken over by Paramount. The Paramount building has been condemned to make way for the new Alaskan Way viaduct and underpass. . . . Arthur Gollofon returned from an extended motor trip accompanied by Mrs. Gollofon. They operate a theatre in Concrete, Wash.

Jack Hamacker, former manager, Evergreen's 5th Avenue, has been transferred to Spokane, Wash., where he manages the Rex, and is also city manager. James O'Connel has come from the Rex to the 5th Avenue, and has been appointed city manager. . . . Les Theuerkauf was on The Row from Tacoma, Wash., with Mrs. Theuerkauf and his new assistant manager, Billie Storey. Mrs. Storey recently succeeded Henry Michaels in Theuerkauf's South Tacoma house. . . . Evelyn Woodward, Sterling Theatres, left for a vacation. . . . Zollie Volchok, Sterling city manager, returned after an attack of flu. . . . A. Mike Vogel, recently appointed coast exploitation representative for U-I, was on The Row from Hollywood.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Carl Heinichen, former assistant shipper at 20th-Fox, visited the exchange while on leave prior to leaving for military duty in Germany. . . . William Davis, National Theatre Supply representative, is a proud father. It's a boy.

Milton Gurian, Lippert branch manager, and Jay Goldberg, Realart branch manager, were on business trips. . . . James Frew, U-I district manager in Atlanta, visited the local exchange. . . . Tri-State Booking Service is now booking and buying for Sol Arnovitz's Ohio, Xenia, O.

Vacationing in Florida were: Louise Vinson, Paramount register clerk; Jessie Martini, 20th-Fox inspectress, and Lee Goldberg, president, Realart, Cincinnati, and Mrs. Goldberg. . . . Edna Ossege, secretary to E. M. Booth, MGM branch manager, is at home recuperating from a fall.

The local contingent attending the recent A. W. Schwalberg dinner in New York City included W. A. Meier, Paramount branch manager; William Bein, National Screen Service district manager; Rex Carr, TOC general manager; Herman Hunt and Louis Weithe, local exhibitors, and Phil Chakeres, Springfield, O.

Visitors included: Jack Stalling, Blanchester, O.; Hank Davidson, Lynchburg, O.; Jack Needham, Columbus, O.; John Poe, Aberdeen, O.; Charles Williams, Oxford, O.; C. F. Winsler, Dayton, O.; Mr. and Mrs. Louis Martin, Circleville, O.; E. C. Harvey and Fred Donahue, New Boston, O.; Louis Velas, Cambridge, O.; R. J. Meyers and Charles Creago, Chillicothe, O.; Robert Dinkle, Russell, Ky.; J. N. Brandenburg and Walter Hannah, South Shore, Ky.; William Cain, Paintsville, Ky.; Joe Marshall, Danville, Ky.; Jim Head, Jack Cain and J. B. Johnson, Winchester, Ky., and Al and Bill Thalheimer, Logan, W. Va.

Cleveland

Hiller Innes, executive assistant to Russell Holman, Paramount's eastern production head, was in.

"Motion Picture Councils are a big help to the industry by developing theatre patronage and building audiences," Arthur DeBra, community relations division, Motion Picture Association told members of the Cleveland Motion Picture Council at their final meeting of the year in the Women's City Club. Mrs. Ethel Brewer, president, Motion Picture Council of Greater Cleveland, presided.

Moe Dudelson, United Artists district manager, and Harris Dudelson, Lippert

Trade Mourns Death
Of Veteran P. J. Wood

COLUMBUS, O.—The trade was shocked by the sudden death of Philip J. "Pete" Wood, longtime secretary, Independent Theatre Owners of Ohio and director, National Allied. Wood came to the Ohio Association about 30 years ago, and was most effective in opposing burdensome taxation and legislation in Ohio, and because of his political skill aided mightily in national legislative campaigns.

Funeral services were held from Schoedinger's State Street Chapel. Wood's family requested that flowers be omitted, and suggested instead memorial contributions to Central Ohio Heart Association.

district manager were in. . . . Charles Chaplin, United Artists Canadian sales manager, renewed old friendships during a recent visit when he lunched with RKO branch manager Jack Bernstein and drive-in circuit owner Herbert Ochs.

Howard Roth, Paramount office manager and head booker, is due back from his annual vacation trip to Texas. . . . Chuck Moses, UA home office publicity staff, was in. . . . The mother of UA booker Betty Bluffstone is a patient at Lutheran Hospital.

Joe Krenitz and Irwin Gross bowed to the times, and closed the Cedar. . . . M. B. Horwitz, Meyer Fine, and Charles Rich, Cleveland, attended the A. W. Schwalberg testimonial dinner in New York. Ed Prinsen, Palace, Youngstown, O., was also a guest at the dinner.

Nat Barach, National Screen Service branch manager, announces that the fourth Chesterfield release, "The Fifth Freedom," is now available for bookings. Appearing are Bing Crosby, Bob Hope, Perry Como, and Arthur Godfrey. . . .

The Majestic, Lima, O., reduced its playing schedule to week-ends.

The Sunset Drive-In, Rittman, O., and the Valley Drive-In, Barberton, O., are the only two outdoor theatres which are not yet open. . . . Harry Buxbaum, Paramount branch manager, was in New York. . . . Ben L. Ogron head, Ohio Theatre Supply Company, was in Chicago to learn from the Motiograph headquarters just what the equipment situation is.

Warners will turn over the keys of the Hippodrome to Herbert Scheftel and Alfred G. Burger on July 8. The circuit has operated the house under lease since 1933. Scheftel and Burger bought the Hippodrome building, including offices and theatre, two years ago.

U-I exchange visitors included Duke Hickey, exploitation staff, here to promote "Francis Goes to the Races" and Joe Horne, auditor.

Mollye Davis, MGM cashier, is spending her vacation on the west coast. . . . Jack Sogg, MGM branch manager added a third grandson to his family circle when a second son was born to his son-in-law and daughter, Dr. and Mrs. Fred Soldow, Santa Fe, N. M. Mrs. Sogg is there now to meet the young man. Another daughter, Mrs. Jerome Albert, Cleveland, also has a son, making the score three grandsons and no granddaughters.

Irving Reinhart, Canton, O., reports that two girls on horseback attended his Midcity Drive-In, Harrisburg, O. They remained mounted, and the horses were quiet during the entire performance.

Sanford Greenberger, youngest of the Community Circuit's three sons, opened a Film building office for his Midwest Monogram Company, Inc., for personalized advertising, bindery, and theatre tickets. . . . Funeral services

WHEN LIGHTNING STRIKES

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When the scene on the screen is one of fury, with nature lashing out with its lightning and thunder, is your sound system capable of the smashing power necessary to carry out the full dramatic effect? When the leading man whispers sweet nothings into the ear of his glamour girl, can grandma, way back there in the last row, hear what he says? The answer is "yes" if you have a

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It gives you the best balanced, most complete tonal range—a guarantee of life-like reproduction, delicate shadings of voice, musical qualities never before approached, uniform sound level throughout the theatre.

14 models for indoor theatres from 500 to 5,000 seats and drive-ins from 200 to 1,000 cars or larger.

FALLS CITY THEATRE EQUIPMENT COMPANY

427 S. THIRD STREET • LOUISVILLE 2, KENTUCKY

were held in Chillicothe, O., for the mother of Mrs. Lester Zucker, wife of the U-I branch manager

Milton Brody, former ELC salesman, is now on the sales staff of Lippert. . . . Word comes out of Philadelphia that Sanford Gottlieb has opened a booking agency in Philadelphia in association with Stanley Kositsky, another former Cleveland film man.

The East Side and Park, Toledo, O., belonging to the Smith and Beidler Circuit, eliminated the Friday-Saturday double bill policy, and now play single bills every day except Sunday.

Sol Gordon, Monogram salesman, sold a group of Ohio drive-in theatre operators the idea of giving away Hawaiian orchids on Mother's Day. Involved were the Starlite Drive-In, Fostoria; Super 40 Drive-In, Blaine; Maple Drive-In, Zanesville, and Sunset and Family Drive-Ins, Steubenville.

John Scully, Republic home office, is spending several weeks in the exchange. . . . The son of Sam Greenberger, Cedar-Lee, won a four-year scholarship to Yale University.

Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, was in Chicago to visit his daughter and son. . . . Oscar Ruby, Columbia branch manager, brought a cold back from the Variety Clubs International convention.

E. J. Stutz, Realart franchise owner in the Northern Ohio territory since 1947, sold his franchise to Bernard Rubin, head, Imperial. Stutz acquired the Realart franchise in association with Robert Snyder. In 1950, he purchased Snyder's interest in the organization. He is continuing in the distribution field, maintaining his present offices in the Film building. Rubin, who has been in the distribution field about 15 years, was associated with Lee Goldberg's Big Feature Productions before joining the air corps in 1941. He organized Imperial upon his return to civilian life. Jerome Lamm, who has been salesman and booker for Realart under Stutz's regime, continues in the same capacity under Rubin.

Detroit

David O'Neil took over the management of the Braumart and Colonial, Iron Mountain, Mich., succeeding Robert W. Rucchoft. Louis Pastori remains as house manager at the Colonial. O'Neil has been with the Fox-Wisconsin Theatre Corporation for 16 years.

Indianapolis

An all-night fire destroyed the Paramount. Guests in an adjoining hotel had to flee.

A night long blaze completely destroyed the Paramount. Nothing but the old brick walls remain standing of the 1000-seat house. Jerry Schlutzky, operator of the theatre, estimated the loss at \$30,000.

The winners in a contest held at the Circle last summer have been announced.

Miss Pauline R. Roes, national grand prize winner, will receive an expense-paid two-weeks' vacation to an Arizona dude ranch. Walter Wolverton, manager, Circle, will receive an expense-free one-week trip to a similar resort. "The Furies" was playing at the Circle when Miss Roes entered the contest.

Edward Garner has been appointed assistant manager, Indiana. Jesse Castamas is the new assistant manager, Circle. He was former manager, Esquire. . . . Mary Bixby, secretary to D. H. Long, Fourth Avenue Amusement Company, Louisville, Ky., was saddened by the death of her mother. . . . Mr. and Mrs. William Ledbetter, Howard, Monon, Ind., are vacationing in Florida.

Kenneth Barnard, Oxford, Oxford, Ind., reports the arrival of a baby boy, born on May 13 at St. Elizabeth's Hospital, Lafayette, Ind., his seventh child. . . . The Grand, New Albany, Ind., installed a National 2XI ticket control system.

Harris Dudelson, division manager, Lippert, and Moe Dudelson, United Artists, stopped on their way to the Indiana Allied Theatre Owners convention at French Lick, Ind. . . . Fletcher Brewer, American, Lafayette, Ind., and family are vacationing in Arkansas. . . . Francis Pierce, head inspectress, Warners, visited her son at Fort Benning, Georgia. . . . Patricia Steffy is the new stenographer in the billing department at Warners.

Carl Shalit, central division manager, Columbia, stopped in. . . . Wally Heim, publicity director, United Artists, was completing his publicity for "The Man From Planet X." and "Mr. Universe," Lyric. . . . John Bohn, Realart, returned from a trip in the southern territory. . . . The Audubon Drive-In, Henderson, Ky., operated by the Malco Theatres, installed an electric railway for the kiddies. Leon Pickle, manager, says its a drawing card.

The Tillman Road Drive-In, near Fort Wayne, Ind., a 530-car capacity ozoner, will open on June 7. Charles Laudenslager is the operator. . . . Robert Riggsbee, formerly with Y. and W. Management Corporation, joined Lippert as office manager-head booker. . . . Mari Whelan resigned her position at Lippert as did Shirley Pyles, cashier.

Exhibitors visiting Film Row were: Arnold Berger, Drive-In, Lawrence, Ind.; Paul Boatman, DeLuxe Drive-In, Clermont, Ind.; Homer Wirth, Crane, Crane, Ind.; Matt Scheidler and A. Standish, Hartford, Hartford City, Ind.; Kenneth Law, Cozy, Argus, Ind.; Harry Douglas Dana, Dana, Ind., and E. E. Smith, Devon, Francesville, Ind.

Pittsburgh

The Skirball brothers announced the closing of the Barry. The house has been using slough pictures after trying a first-run policy which didn't pan out.

The Harris Circuit is using a week's free trip to Miami, Fla., via Capitol

Airlines as a business getter. The vacation will be awarded via lucky numbers, with the winner attending some Harris theatre the night of the drawing.

Lee Conrad, Park and Meade, Meadville, Pa., was in the hospital for surgery, and is reported well on the way to recovery. . . . Morris Finkel, Capitol and Hipptop, and Theodore Grance, Outdoor Drive-In Theatres, returned from the Allied board meeting and drive-in convention in Kansas City. . . . Michael Karoleik, Perry, Perryopolis, Pa., is seeking the Democratic nomination for county treasurer.

District Attorney Frank A. Orban, Jr., also an exhibitor in Hooversville and Cairnbrook, Pa., will be a candidate for the same office this year, seeking a full term in office. He was appointed to the d.a.'s office in January, 1950, when Thomas Lansberry was named a judge. . . . The Shea Circuit closed the Penn for the summer, as did William Finkel with the Colonial, South Side, Pittsburgh. Several other houses have announced weekend policies.

James Ritter, former ELC salesman, joined the Warner sales staff, handling the West Virginia territory. . . . Lila Trimble is a new employee at the Lou Hanna buying and booking office. . . . Five drive-ins ran "The Vicious Years," Monogram, and "My Outlaw Brother," United Artists, first-run for Greater Pittsburgh. . . . Jimmy Feldman, son of Warner Theatres' executive Joe Feldman, signed as an apprentice at the Cape Playhouse, Dennis, Cape Cod, Mass.

Lou Hanna added the Star, Glassport, Pa., to his list of accounts for which he buys and books, and Cooperative Theatres added the Grant, Millbale, Pa. Dick Brown will handle the Wilmer, Wilmerding, Pa. All three theatres were part of the Wilmer Amusement Company.

Mathew Daniels, brought here by United Artists from the home office to book, and later sell, returned to New York. . . . The Century-Family closed for a few days because of a minor fire.

Jack Weltner was named president, Film Row Bowling League for the coming season. More than \$100 in prizes were given out.

The State boxoffice was robbed of \$40 only 40 minutes after it opened.

The Variety Club's program for raising \$200,000 for the Roselia Home is progressing. A gigantic marathon television show was planned over WDTV. Ed Sullivan, Molly Berg, Joe E. Brown, Morry Amsterdam, and 100 acts were set to appear on the show. Over 100 telephone lines were to be linked up with models, and secretaries of prominent business men answering the calls accepting pledges. John Walsh, Chief Barker, Earl Dozer, and I. Elmer Ecker were in charge of the affair, with Joe Hiller doing the booking of the acts, and Tom Troy assisting.

NEWS OF THE

Territory

Boston

Crosstown

Seventy-five theatres in New England premiered "Tokyo File 212." Included in this figure are several drive-ins. The 16 geisha girls touring the east coast in conjunction with the premieres appeared in 26 theatres. Divided into groups of four, each group traveled an average of 525 miles in New England. Florence Marly, star, appeared in theatres in Boston, Providence, R. I. and Worcester, Mass. The geisha girls were seen in Rhode Island at the Albee, Providence, and Paramount, Newport. In Massachusetts at the Strand, Gloucester; Academy, Fall River; Strand, Taunton; Empire, New Bedford; Palace, Lawrence; Broadway, Springfield; Palace, Pittsfield; Paramount, North Adams; Saxon, Fitchburg, and Paramount, Haverhill. In New Hampshire at the Star, Concord; State, Nashua; Scenic, Keene; Magnet, Claremont; Uptown, Dover; Strand, Manchester, and Olympia, Portsmouth. In Vermont at the Grand, Rutland and Paramount, Barre, and in Maine at the Capitol, Sanford; Empire, Portland; Auburn, Auburn, and Opera House, Bath. In three weeks the geisha girls will have appeared in 84 cities.

The Variety Club invited 25 wounded vets of the Korean fighting to accompany them on the land cruise sponsored by the Chamber of Commerce. A 12-bus cavalcade visited many historical spots.

"Red" King, RKO Theatres publicist, ran an "Ava Gardner double" contest in conjunction with "My Forbidden Past," Memorial. The contest took place on the stage with the winner getting a complete course on "six steps to glamour" at Rogers model agency, a course in makeup by Boston's Jack Stein, dancing lessons at Astaire studios, and free tickets to the theatre.

Deletions ordered by the Bureau of Sunday Censorship included the following: "Murder Without Crime," parts 1 to 8. (Deletions: Dialogue, "Don't be so damn silly," in part 1. "Oh damn my pajamas," in part 3. "Don't be a damn fool," in part 6. "—when one is damn hungry," in part 8). Monogram. "Pier 23," parts 1 to 6. (Deletions: "You little tramp," in part 6). Screen Guild.

Murray Roman, UA fieldman, Joe Mansfield, UA exploiter, and Al Margolian, Astor publicist, teamed up for plenty of ballyhoo preceding "Fabiola," Astor. The boys had three girls in costumes wandering through Boston Common, a radio contest on Fred B. Cole's popular two-hour session over WHDH, and two ferocious appearing lion cubs on display in the lobby. The boys ordered a couple of three-month old cubs but

swear the ones they received from the zoo are much too nasty to be only three months old, and figure someone rang in some "ringers" on them. At any rate, the diet instructions attached to the crates explicitly advised feeding them vitamins, "suitable for babies." Where are the babies, the flacks wanted to know. However, their boast is that "at least our lions have teeth."

The Fresh Pond Drive-In, Cambridge, Mass., opened with a special invitation lid-lifting on the night previous to the public unveiling. Owned by a corporation headed by John A. McLaughlin, the situation handles 1030 cars on double ramp system, with Simplex projection equipment, supplied by National Theatre Supply, housed in the concession building. In addition to an inside cafeteria, two Buffeteria service wagons roam the grounds. The ozoner is managed by Paul McBeath, with Allen N. Hinckley the comptroller. Michael Guilinani and Summer Kaufman are projectionists and Affiliated is doing the buying and booking. For the invitational pre-opening, the weather was perfect, but on the official opening night, it turned cold and rainy.

Mr. and Mrs. Ernest White, he was a veteran exhibitor, were both killed when their car was involved in an accident with a truck while driving along Route 1.

Walter Milliken, chief, licensing division, mayor's office, is receiving congratulations on becoming the father of a son. The child, the second son, was born at St. Elizabeth's Hospital.

Film District

Bob Ungerfeld, U-I exploiter, is expected in on June 11 with Piper Laurie and Tony Curtis for press and radio confabs. . . . Irving Shiffman, ex-ELC salesman, became a grandfather twice in one week when a daughter was born to his daughter, Mrs. Ruth Ridell, and a son to another daughter, Mrs. Mary Frances Sweeney. . . . John Cooney, Union Square, Pittsfield, Mass., in town on his annual visit, was busy making plans for his daughter's forthcoming wedding, the fourth marriage in the Cooney family in two years.

The South Deerfield, Mass., Drive-In, owned by Mr. and Mrs. Edward King opened for the season. . . . Pete Marrone, Sturbridge, Mass., Drive-In, is in the Worcester, Mass., Hospital. . . . Miss Marjorie Nutt, Wilbur, Eastport, Me., was around the district.

The bowling league scheduled a second outing to a night baseball game, the Braves versus Brooklyn, on July 2. . . . Eddie Alfano, who recently joined Affiliated as a booker, resigned to accept a position at Logan Airport as Eastern Airlines reservation clerk.

Adele McCarthy, Affiliated, was on a week's vacation. She's spending it catching up on her housework and gardening. . . . Eddie Donovan, ex-Warner shipper, on leave from the air corps, was around showing off his corporal's stripes . . .

Don Prince, RKO eastern publicity director, and "Hap" Eaton were in aiding in ballyhoo for "Tokyo File 212." . . . Bill Ratray, advertising account exec, who handled many motion picture accounts, is now a captain in the army stationed at Fort Worth, Tex.

Don Falco, Capitol Theatre Supply salesman, acquired the New England franchise for the drive-in car game, "Caro." . . . Frank Kusmeskus, Park Villa, Turner's Falls, Mass., and Sylvio Williams, Waban Park, Lunenburg, Mass., have applied for membership in the Drive-In Theatre Association of New England.

Jules Levey, producer of "Fabiola," was in making the rounds of radio and press.

Nate Levin, Monogram sales manager, was to enter the Baker Memorial Hospital to undergo surgery. . . . Fred Couture, State, Dover, N. H., and Scenic, Pittsfield, N. H., died suddenly at his home in Dover, N. H.

Eddie Sokolowski closed his Park, Nashua, N. H., for the summer. . . . The Humboldt, Roxbury, Mass, closed for some time, has been converted into a warehouse. . . . H. E. Bliss, Champlain, Swanton, Vt., is in Mary Fletcher Hospital, where he underwent a gall bladder operation. . . . The Thornton, Riverpoint, R. I., operated by William Deitch, is closing for the summer. This will be the first time this situation has closed during the summer months. . . . The Merrimac, Lowell, Mass., closed for the summer. . . . Condolences go to Mildred Crowther, Warner biller, on the recent death of her mother.

Although the Boston contingent to the Variety Clubs International convention in Philadelphia was eight hours late in reaching its destination, due to a train wreck, not theirs, reports are that it was just about tops. Members were guests at Harold Stoneman's Drake Hotel, with management reserving suites for the party, and donating baskets of fruit to occupants. A cocktail party, arranged by Harry Browning, NET, was held in Bill Coster's suite in order that members could talk with Dr. Sidney Farber, head, Children's Cancer Foundation. Members from Boston who attended were: Mr. and Mrs. Joe Cifre, Mr. and Mrs. Marshall, Mr. and Mrs. Ken Douglas, Mr. and Mrs. Lloyd Bridgham, Mr. and Mrs. Harry Zeitz, Mrs. Harry Lydecker, Mrs. O'Donnell, and Messrs. Philip Bloomberg, Browning, Louis Gordon, Bob Sternburg, Al Somerby, Herman Rifkin, John Dervin, Don Alexander, Murray Weiss, Dr. Farber, Harry Germaine, and Bill Koster.

The Bowling League wound up its season with a dinner party, during which awards were presented, at the Brunswick Lounge, 43 members attending. Those receiving trophies were: Joseph Plunkett, New England Theatres, highest average; Harold Levin, Embassy Pictures, high three strings, and Harry

Spingler, Warners, showing the greatest improvement during second half over the first. Separate awards went to Dick Owens, E. M. Loew's, and Jack Freeman, Harry's Snack Bar, tied for high single. Members of the league presented Seth Field, Affiliated, the motivating factor behind the league's success, with a trophy suitably inscribed, "To Seth, in appreciation, from the Gang." The presentation, made by John Downing, RKO, took Field completely by surprise.

WB scheduled four "Look Forward" screenings at the Esquire on June 12 and 13.

New Haven Crosstown

Morris Rosenthal, Loew's Poli, and staff were working on "The Great Caruso." Manager Rosenthal located a former accompanist of the singer. . . . Al Bookspan, formerly of the Fishman Theatres, left for his new position in New Jersey.

Meadow Street

Vacation time is here, and the various exchanges and businesses are getting their lists ready. . . . Johnny Nutile, Rosen Film Delivery, returned from his vacation. . . . The Cameo, Watertown, will have Daytz brothers doing the booking and buying effective on June 11. . . . The new Norwalk Drive-In was scheduled to open with William Hayes, formerly of the Norwalk, manager. This Rosen drive-in will be able to accommodate about 500 cars. Capitol Theatre Supply, represented by Lou Phillips, installed the equipment. . . . The Film Row softball team is getting in shape, and Tom Germain is the manager. . . . Edith Williams, MGM, resigned. She's going to be married. Isabell Toce is her replacement.

The MGM Pep Club summer outing will be held at Lake Quassapaug, Middlebury, on June 20. Committee for the event is composed of Mary Worstell, Vincent Falanga, and Gloria Altieri. . . . The Capitol, Meriden, publicized the newly installed air-conditioning system.

Circuits Loew Poli

The Poli, Waterbury, Conn., had a beauty contest. . . . New balcony seats are being installed in the Poli, Bridgeport. . . . Division manager Harry F. Shaw and Mrs. Shaw were due back from a Caribbean cruise.

Connecticut Hartford

"Home-town" angles were used for "Goodbye, My Fancy" and "I Was A Communist for the F.B.I.," by Jim McCarthy, manager, Strand. For "Goodbye, My Fancy," McCarthy invited members of alumni groups of numerous women's colleges to attend. For "I Was A Communist for the F.B.I.," McCarthy arranged an interview with Mrs. Doris Lovejoy, Northampton, Mass., mother of the film actor, Frank Lovejoy.

Jack Terry, veteran member, IATSE, recuperating from a heart ailment, will head for Saybrook Manor and a summer vacation soon.

Allyn manager R. T. McNamara is serving as head, theatres division, cerebral palsy campaign. . . . George E. Landers, Hartford division manager, E. M. Loew circuit, had numerous merchant and newsstand tie-ups on "The Brave Bulls" with Dick Stephens, Columbia exploiteer.

M. J. Daly, Center, announced a new policy of opening nightly at 6 p.m. . . . Ernie Grecula, Hartford Theatre Circuit ad publicity topper, got a nice deal on WHAY's music programs, offering guest tickets in various promotions. . . . Jack Markel, UA promotion man, worked with R. T. McNamara, Allyn, on "Oliver Twist."

Meriden

Tony Masella, Palace, has been named local chairman, 1951 cerebral palsy campaign.

Middletown

The Middlesex, closed for many months, is scheduled to open soon.

Norwalk

Doug Amos, Lockwood-Gordon division manager, announced the appointment of Bill Hayes as manager, Norwalk Drive-In.

Opening of the Norwalk Drive-In was followed by the report that it had secured three 20th-Fox features first-run. 20th-Fox shows usually play the Empress.

Maine Kennebunk

The Kennebunk Drive-In has been repaired, and is operating.

Portland

Eleanor Grant, Civic, became the bride of Robert Jenkins.

Windham

The Windham Drive-In opened.

Massachusetts Cambridge

Arthur J. Stein, Rex, recently had a street bally that attracted plenty of attention for "Tomahawk" in the nature of an "Indian" in full regalia, who walked downtown streets with a small banner on his back.

Fall River

New on the Academy staff are Dorothy Provencal, Janice Giround, and William Murphy. . . . Norman Zalkind emceed the annual dinner of the Brown and Pembroke College Clubs. . . . The Empire was the scene of the Russ Whalen dance revue.

The Strand, directed by Norman Zalkind, recently featured a cooking school.

Springfield

The status of the Court Square, owned by Gilmore Associates and presently under lease to E. M. Loew Theatres, seems due to change with an announcement by The Playgoers of Springfield, legit organization, that it has taken an option to lease when the Loew lease expires on Feb. 28, 1952.

Ande Sette, Capitol manager, wanted to invite coast guardsmen to a showing of "Fighting Coast Guard" but couldn't find any. Boston and New London, Conn., inquiries brought no results, so he issued a public invitation via the newspapers. He got the coast guard.

To plug "Dillinger" and "The Gangster," Art manager Arthur Carrenza dressed up the front of house as a prison, and sent a "convict" parading through downtown shopping section.

Taunton

Johnny Corbett, manager, Park, arranged a tieup recently with various merchants and the Taunton Welcome Wagon Service, Mrs. Idella Lewis, hostess, whereby the first baby born during the engagement of "Father's Little Dividend" received numerous gifts.

Worcester

Harold Maloney, manager, Loew's Poli, has been discharged from the Massachusetts General Hospital, and is now convalescing at his home.

New Hampshire Hanover

Orton H. Hicks, head, 16 mm. department, Loew's International Corporation, gave his annual lecture to the class on foreign trade at the Amos Tuck School of Business Administration, Dartmouth College.

Littleton

The Jax, Jr., contributed prizes to the Littleton "Treasure Days." Adult matinee tickets were obtained by purchasing "Jax, Jr., Specials" from merchants which entitled the customer to a Jax, Jr., coupon worth 30 cents. On presentation of the coupon at the Jax, Jr., boxoffice, the holder was admitted for 20 cents instead of the regular price of 50 cents.

Portsmouth

Sunset Carson and his western show appeared on the stage of the Arcadia.

Vermont Bennington

The General Stark reported increased attendance of juveniles by reason of giving a bag of popcorn to every ticket purchaser on two days.

Newport

The Burns gave a pass to each of 10 women who submitted the best essays on "Why I like 'The Men'."

St. Johnsbury

A dance recital was given at the Palace.

NEWS OF THE

Territory

New York City
Crosstown

Mayor Vincent R. Impellitteri revealed that a special city committee had compiled a list of 18 sites within the metropolitan city limits for a television center in which all TV broadcasting organizations would have space. The committee pointed out there is not sufficient land available in Manhattan for a site in the center city, and proposed sites in Bronx, Queens, Brooklyn, Staten Island, and Nassau.

A seven-pound, 15-ounce daughter, Dorothy, was born to Mr. and Mrs. Herman Silver at Women's Hospital, New York. Silver is a member of Columbia's pressbook department.

The Variety Club has opened in the second floor of New York's French Hospital, The French Hospital-Variety Club of N. Y. Blood Bank, also available for civil needs due to the increased request for blood now existing in the city's hospitals. Funds for the operation of the blood bank, amounting to \$5,000, were raised and donated to French Hospital by Tent 35. Walter Reade, Jr., blood bank committee, stated that in order to start operation, and to assure a continuous supply of plasma, 15 donors are needed daily, and that a weekly average of 25 pints is the minimum requirement. Crews in each one of the active groups of the entertainment industry home offices, exchanges, circuits, theatres, etc., will be appointed to make appointments for Barkers with whom they have direct contact. Literature and information will be furnished to all "main guys" so that they can properly organize this work at a very early date.

Springer Theatres, operating the Vogue, Triangle, Tivoli, Brooklyn, Town, Flushing, L. I., and 43rd Street, Long Island City, moved their home office to the Vogue, Brooklyn.

The Terminal and National, Brooklyn, closed by Brandt, are now being operated by Sidney Drier. Island Theatre Circuit will do the buying and booking. . . . The following theatres closed: Embassy, Portchester, Ogden, Bronx, and Stoddard.

E. S. Gregg, vice-president, Westrex Corporation, left by airplane to visit the offices and territories of Westrex subsidiary companies in England, Belgium, France, Spain, Portugal, Brazil, Argentina, Chile, and Peru.

Some 35 high school editors peppered the young players of Paramount's "Golden Circle" with questions in a mass interview at the Textile High School, with CBS star Bill Leonard and Paramount designer Edith Head acting as

moderators. The young hopefuls directly answered questions about new camera techniques, television, dramatic training, and how they were discovered. Pierre Cressoy, in this country five months, was the chief target for queries about foreign films.

Fred Goldberg Paramount's promotion manager, went to Milwaukee to set final details of a tieup with the Holeproof Company, manufacturers of hosiery. . . . William Wyler, producer-director Paramount's "Carrie," returned to Hollywood after a visit.

LIGGETT-FLORIN BOOKING SERVICE—The company moved into new headquarters at 220 West 42nd Street. . . . Assistant booker Selma Epstein recently visited her daughter in Baltimore, Md. . . . Booker Max Fried's son, Harry, is 10 years old Memorial Day. . . . Secretary Florence Gilbert celebrated a birthday. . . . Essie Weisberg is spending the Memorial Day weekend in Grosingers.

The Playhouse, Bellmore, L. I., opened. Liggett-Florin will buy and book. . . . The Colony, Rockaway Point, L. I., will open about June 10.

M. Jack Meyer, Columbia art director, died at the New York Hospital of a heart attack. Before joining Columbia in 1936, he was associated with the art departments of Ruthrauff and Ryan, Hodkinson, Producers Distributing Corporation, Pathe, and RKO.

Berk and Krumgold, in association with Joseph O'Gara, Jr., announced that they had concluded a long term lease for the Avon. The theatre will be reopened by the Schwerin Research Corporation for the pre-testing of television and radio programs prior to their release to the general public. Selected audiences will pass on transcriptions of radio shows and kinescope recordings of TV shows. The lessor was Termel Realty Corporation, headed by S. R. Jackson, and represented by A. J. Feldman.

Barney Balaban, president, Paramount, honored for his cultural, philanthropic, and patriotic activities, at a dinner dance at the Hotel Commodore, with the affair benefitting the new building fund of the Westchester Jewish Center, was presented with a testimonial album containing autographed photographs from President Truman, President of Israel Chaim Weizmann, Governor Thomas E. Dewey, Senator Herbert H. Lehman, Senator Irving M. Ives, and Mayor Vincent R. Impellitteri. The album, illuminated in the manner of medieval manuscripts, includes among others, testimonial letters from the United Jewish Appeal, Federation of Jewish Philanthropies, and the Anti-Defamation League, lauding Balaban for his efforts on behalf of these institutions. Co-chairmen of the dinner were Leonard H. Goldenson, Harry M. Kalmine, and Harry Brandt. Eric A. Johnston, MPAA head, now on leave as Economic Stabilizer, and Louis Nizer were the dinner's principal speakers.

New York State
Albany

A special show for The Times Union and The Knickerbocker News newspaper carriers was held at the Strand to launch the Treasury Department's campaign to sell defense bonds via the carriers. Stage ceremonies consisted of the appearance of Francis and "Miss Defense Bond of 1951," together with various officials, followed by the showing of "Francis Goes To The Races." . . . Pat Wirth, former Warner employee, has become the proud parent of a six and one-half pound baby boy, Edward Tatum, born at the Albany Hospital. . . . Herman Goldberg, Warners' home office maintenance supervisor, was at the exchange. . . . The first boy born in Albany in a span of days whose given name was Stanley was given a dowry of gifts valued at \$100, in connection with "Father's Little Dividend, Madison. The tie-ups were promoted by Al Swett, manager. . . . Visitors in to confer with Max Friedman, Warner Theatres film buyer, were: Fred Meyers, UA metropolitan district manager, and George Waldman, his assistant; Pete Rossian, U-I district manager, and Dave Miller, branch manager, Buffalo; Frank Marshall, Warner Theatres home office executive, and Al Kane, Paramount district manager, and Ed Fitzgerald, branch manager, Buffalo. . . . Ben Smith, Albany film salesman, spent a weekend in New York. . . . Bob Halliday, Warners salesman, who was married, was presented with luggage by the office staff at a party.

—M. E. B.

Buffalo

J. Scott Smart came home for a few days to work with George Mackenna, manager, and Bill Brereton, advertising chief, Basil's Lafayette, on "The Fat Man." . . . Bert Lapetina, former member of Shea's Buffalo orchestra, has been appointed manager, Shea's North Park, by Vincent R. McFaul, general manager. He succeeds Tom McMahon, resigned. . . . Patricia Bell has been appointed treasurer, Center, by manager Ed. Miller. He succeeds Joe Bermel, now in the service of Uncle Sam.

Helen Huber, Paramount was in California on her annual vacation visiting her married sister and family. . . . Dan Loventhal, formerly in charge of RKO's competitive bidding sales, has been upped to assistant to Nat Levy, eastern sales division manager. He succeeds Frank Drum, resigned.

Harold E. Hicks has taken over the Valley, Little Valley, formerly owned by Eric Gullberg and Frank Gustafson.

George Gammel, president, MPTO of New York State, Inc., called a board meeting.

The decision of John P. Rollek, license director, to revoke the license of Old Vienna on the ground that the theatre permitted "Bingo," was upheld unanimously by the Appellate Division, Fourth Department. Rollek revoked the

license after he had held a number of hearings as to whether the theatre was violating state anti-gambling laws as well as city ordinances.

Ronald Beals, son of Ann Beals, National Screen Service booker, left to join the navy, and is now stationed at the Naval Air Base at Newport, R. I. . . . George and Dorothy Gammel, who operate the Colonial, Columbia, Unity, and Seneca, returned from their trip to Florida. . . . Local IATSE B-9 held the annual installation dinner in the Hotel Markeen. Officers and directors were installed.

Eddie Dowden, Loew's Theatres home office, was in. . . . Joe Lebowitz, 20th Century-Fox exploiter, was in to aid Ed Meade, Shea's publicity director, and assistant Bill Carroll on "On The Riviera."

A bathing beauty contest, to find "Miss Buffalo of 1951," was conducted on the stage of Shea's Buffalo, in conjunction with "On The Riviera." One of the most attractive lobbies in many a moon was in Shea's Buffalo plugging "On The Riviera."

Prior to the run of "The Brave Bulls," Lafayette, Bill Brereton arranged to have the special Pru Devon record of the music from the sound track played in every public and parochial school in the city and surrounding country.

Art Moger, Warners New York advertising department, was in to work with Charlie Taylor, Paramount Theatres publicity chief, on "Goodbye, My Fancy" and "Along The Great Divide." . . . Ed Miller, manager, Center, hibernated to Lake Nippising in the Canadian woods on his annual vacation. . . . Giannina Pappalardo, Shea's Buffalo office, returned following a week's vacation. . . . Barbara Hartman, Columbia, is back after a couple of weeks in Florida.

—M. G.

Phelps

David Willys Keen, former owner-manager, Phelps, died at his Fair Haven, N. J., home. He was 50, and an Army veteran with overseas service in both world wars.

Rochester

Alex Dunbar was pinch hitting as Regent manager during Louis Thompson's vacation. . . . Fred Raines, who started at the Monroe some years ago, is parttime treasurer aide, Paramount. . . . Miss Theo Haus, at the RKO Temple when Louis Mayer was manager, joined the RKO Palace as student assistant.

Manager Lester Pollock, Loew's, arranged a unique stage stunt to publicize "Teresa," dressing an aide to represent the star under a baby spot as a recording over the house p.a. system related the story. Other highlights included 250 sidewalk stencils, invitation preview at the Monroe, a teen-agers' party with a

EYEING THE

Exchanges

NEW YORK—The entire staff of the branch recently visited the office of Paramount Film Distributing Corporation President A. W. Schwalberg to offer their support to the "Salute To Schwalberg" drive, in July and August.

MGM—Cashier's department's Josephine Radice was enjoying a respite. . . . The new member of the booking department is Martin Workman. . . . Former employer Agnes Blaisias gave birth to a baby girl. . . . Arthur Boldenberg is the new assistant cashier.

U-INTERNATIONAL—Booker Harvey Rheinstein was away ill. . . . Biller Dorothy Garber was enjoying a Florida vacation. . . . Head booker Fred Mayer was reelected chairman, coordinating council, 69th Precinct, Queens, L. I. . . . Bookkeeping machine operator Fran Kent was enjoying a respite.

COLUMBIA—Friends welcomed back examiner Edward Getner, on a year's leave of absence. . . . Booker Lenny Saver resigned. . . . Film inspectress Beatrice Carrel was on vacation. . . . Salesman George Rieff was back after being ill. . . . David Schwartz, Franklin, was around.

RKO—Audrey Liebowitz, typist, was back after illness. . . . Night man John Rockford was accepting birthday congratulations. . . . June DiMaggio had to nurse her little girl, who had chicken pox. . . . Brooklyn booker, Fred Traciner passed another milestone. . . . Leonard

dance following the showing and gifts for girls named Teresa, extra radio and newspaper advertising, cards on lamp-posts and new trucks, 10,000 heralds delivered to homes, window displays in music stores, and a plane over the city trailing a "Teresa is Coming" banner.

Theft of 4,000 tickets from the Riviera was blamed by police on a burglary by youths. . . . The Strand's attorney said an Appellate Division decision upholding revocation of the Buffalo's Vienna license in connection with "Bingo" did not apply to the Strand's "Bingo" policy.

When John B. Kenny, The Democratic and Chronicle humor columnist, printed a brain-teaser with offer of theatre passes (which he didn't have) as prizes to winners, several exhibitors, including Francis Anderson, Cinema; Jerry Baker, RKO Palace, and Lester Pollock, Loew's, helped take care of the situation, and got special mention.

Manager Arthur Krolick, Paramount, was host to 3,500 playground kids at a morning awards ceremony. . . . Esther Williams made a hit with the local citizenry at a cocktail party given by manager Pollock, Loew's.

—D. R.

Gruenberg, district manager, was on vacation.

UNITED ARTISTS—The "Grad Sears Drive" is coming to a close on June 2. . . . Sol Konecoff is the new assistant to Robert Hilton, head, print department. . . . Booker Ben Levine and his wife are taking Bonnie Eve to see "South Pacific" today (May 30) to celebrate her birthday. . . . William Schutzer rejoined the staff as salesman. . . . Max Friedman, head buyer-booker, Warner Theatres, Albany, was in. . . . Joe Miller, Menands Drive-In, was around.

BOOKER'S BIOG—If working for one place a number of years is an indication of consistency and ability, Bernard Meyerson is one of the better employees in the industry. He got his start with Fabian some 12 years ago, and today he is now serving as a buyer-booker for the metropolitan area. Born in New York, he has been married to wife Muriel for five years. The Meyersons have two sons, Allen, three, and Edward, one and one-half. Although he is not crowding Ben Hogan, dad enjoys spending an afternoon chasing a golf ball around. One of the more active members of the Booker's Club, he is at present serving on the board of directors.

RAMBLIN' 'ROUND — Booker Shirley Chester, Cinema Circuit, is back after a Bermuda vacation. . . . Carroll Puciato, exchange operations manager, Realart, returned from Cleveland. . . . Favorite's J. J. Felder became a grandpop again when his daughter, Lenore Levin, gave birth to an eight pound boy. . . . Lennie Taylor, Skouras booker, became a father for the first time. It was a boy. . . . Bonded inspectress Nary DeSilva was accepting birthday congratulations.

—ARNOLD FARBER

Rome

In a report filed with Supreme Court Justice D. P. Morehouse, the Oneida County grand jury claimed that New York State laws pertaining to "Bingo" are not sufficiently definite, and suggested that the legislature clarify the statutes pertaining to the game.

Syracuse

Mrs. Harry Unterfort spent four days in Montreal in connection with B'nai B'rith activities. . . . Joe Lebowitz, New York exploitation, 20th-Fox, was helping zone manager Harry Unterfort make plans for coming attractions. . . . Gus Lampe, Schine Theatres' general manager, was in for a visit.

Harry Unterfort is still going strong after making his semi-annual donation to the Red Cross blood bank. . . . Gene Mielnicki has been promoted to student assistant manager, Loew's Strand, under Bill Trambukis. . . . The Strand marquee is showing evidence of spring with the new coat of paint. . . . When Betty Trambukis, wife of the Strand manager, passed through a red light while learning to drive the new Pontiac, she did not forget the ever ready smile but the obliging traffic officer did forget the usual ticket.

—J. J. S.

NEWS OF THE

*Territory***Philadelphia
Crosstown**

Maurice Felt, manager, Casino, reported the 35th robbery of the theatre within the past 13 years.

The Fox held a preview of 20th-Fox's "The House On Telegraph Hill."

The S-W Forum is the latest of the circuit's properties to have been sold. It could not be learned whether it will continue as a theatre.

Vine Street

Frank Hammerman, UA salesman, is no longer with that company. . . . Tri-State Buying and Booking Service is now located at 1231 Vine Street, second floor. Cele Brodsky, Warners' bookkeeping machine operator, returned to work after a six-week absence.

Former local manager Herman Margles was out in Chicago.

Max Miller, UA exploitation man, had a busy week handling Evelyn Keyes, in town in connection with the world bow of "The Prowler," S-W Mastbaum. He arranged a busy schedule for her, including TV, radio, press interviews, luncheons, dinners, etc., in addition to personal appearances at the Mastbaum. Currently he is handling a couple of lion cubs in connection with "Fabiola," Midtown.

Big event of the week was the advent of the Ringling Brothers circus, which also brought to town more than 150 Paramount stars, technicians, etc., from the coast in connection with "The Greatest Show on Earth," forthcoming Cecil B. DeMille production. DeMille was on hand along with stars Betty Hutton, Dorothy Lamour, James Stewart, Lyle Bettger, Charlton Heston, Gloria Grahame, and Cornell Wilde, and local publicist Mike Weiss plus top advertising and publicity men from the home office were busy after similar sessions in Washington. The flacks were on the go all week.

The 20th-Fox exchange was closed one day while the members of The Family Club went on the annual holiday, this time to Atlantic City, N. J., where all claimed to have a good time.

Sidney E. Samuelson, president and general manager, Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., issued a call to all area independents to attend a mass meeting scheduled for June 5 at the Broadwood Hotel.

Motion Picture Associates announced that it had joined with the Variety Club for an outdoor outing scheduled for June 23 at the Variety Boys Camp. Fol-

**Survey Shows Total
Eastern Pa. Houses Closed**

PHILADELPHIA—A further report on a survey made of theatres of the territory now closed shows the following local houses now dark: Airport, Allegheny, Aurora, Boro, Cadet, 56th Street, 4-Paws, Frankford, Frolic, Hollywood, Joy, New Empress, Orient, Palm, Penn, Penypak, Pike, Regis, Sherwood, Southern, 333 Market Street, Upsal, and Viola. The Victoria and Capitol are being dismantled. Slated for early closing are the Eureka, Vernon, and Great Northern.

In the eastern Pennsylvania area, the following houses are closed: State, Allentown; Ritz, Beaver Meadows; Broadway, Bridgeport; Forest, Conshohocken; Roxy, Chester; Victoria, Frackville; Capitol; Harrisburg; Park, Highland Park; Villa, Larkesville; Laurel, Laureldale; Globe, Marcus Hook; Paramount, Mechanicsburg; Majestic, Middletown; Community, Morgantown; Hollywood, Mt. Carmel; Lyric, New Philadelphia; Royal, Nazareth; Plaza, Perkasi; Hippodrome, Pottsville; Plaza, Rajah, and Rio, Reading; Hollywood, St. Clair; Trail, Shrewsburg; Strand, Steelton, and Rialto, West Chester.

In New Jersey the following are closed: Palace, Atlantic City; Beverlee, Beverly; Stanley, Bridgeton; High, Burlington; Elm, Camden; Star, Elmer; Laurel, Laurel Springs; Park, Merchantville; New Egypt, New Egypt; Boro, Paulsboro; Pemberton, Pemberton; Grove, Pennsgrove; Colonial, Port Norris; Runnemede, Runnemede; Embassy, Swedesboro; Park, Trenton, and Globe, Vineland.

In Wilmington, Del., the National and Strand are dark.

lowing an afternoon of sports, buffet dinner will be served, and, in the evening, there will be dancing. Leo Posel, president, Variety Club Boys Camp, will be host.

**Circuits
Stanley-Warner**

Jack Brodsky, purchasing agent, (and perennial bachelor?) is engaged to Sara Galfund. The wedding will take place in September. . . . A switch in managers has A. S. Goldsmith, formerly of the Savoia, now at the Commodore, with Henry Eytinge at the Savoia after leaving the Commodore. . . . William Kanefsky resigned as manager, Palace. John Plunkett, former manager, 333 Market, which closed, replaces him.

Paul Castello's secretary Louise Heisler, who left the company, was given a luncheon and a corsage by Kay McNamee, Bernice Herman, Fay Wolfe, Toba Friedman, Esther Muchnick, Gert McGonagle, and Helen Mahoney. . . . Angelo D'Alessandro, publicity office boy, returned from a vacation, heartily missed by his co-workers.

**THEATRE
OWNERS
AND
MANAGER**

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

**HIGHWAY
EXPRESS
LINES, INC.**

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Washington, D. C.

236 N. 23rd Street

Philadelphia 3, Pa.

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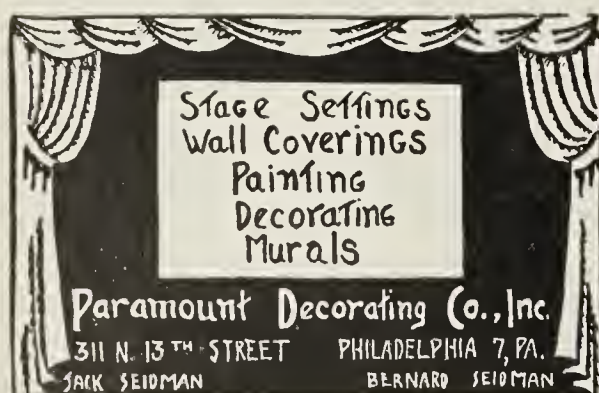
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Stanley Smithers, Harry Kaplowitz, and Bill Yurosko all celebrated. They have 67 years with the company, Smithers leads with 26 years, Kaplowitz, 21, and Yurosko, 20.

District of Columbia Washington

Jean Hersholt, who has willed his famous Hans Christian Andersen collection to the Library of Congress, presented Luther H. Evans, Librarian of Congress, with a volume cataloging the material contained in the collection. The Danish Ambassador, Henrik Kauffmann, was present.

The premiere of MGM's "Go For Broke," Loew's Capitol, was hyped by the presence of two studio visitors, writer-director of the film, Robert Pirosh, and MGM star Esther Williams. The premiere was highlighted by the attendance of over 800 top civic, military, and government leaders as well as leading local MGM exhibitors. Preliminary festivities included a reception at the National Press Club for 100 top people, the 100-piece Army Field Band in front of the theatre, and the 100-man Presidential Honor Guard. Pirosh and Miss Williams were the leading participants in stage festivities. Jack Foxe went all-out on newspaper coverage, and the result of his efforts was an unprecedented amount of space garnered in all local dailies.

A group of Loew-MGM home office executives attended the dedication ceremonies of the Carter T. Barron Memorial Amphitheatre in Rock Creek Park. Headed by President Nicholas M. Schenck, the contingent included Joseph R. Vogel, J. Robert Rubin, Leopold Friedman, Howard Dietz, Oscar A. Doob, John Murphy, Ernest Emerling, Si Seadler, Dan Terrell, and Harry Bernstein.

Theatre owners pledged full support of the civil defense effort. A. Julian Brylawski, Theatre Owners of Metropolitan Washington, said the exhibitors had promised to use their screens to disseminate information, lend their theatres in off-hours for meetings, and cooperate in any other way necessary with CD authorities.

MGM—Miss Catharine Murphy, secretary to branch manager Jerry Adams, lost her brother.

20TH-FOX — Mrs. Sara Young, head booker, was vacationing in Florida.

RKO—Miss Barbara Lang, cashier's clerk, was leaving on her vacation. . . . Margaret Pryor, billing department, will be at the Tuberculosis Center, Glendale, Md., for at least a year. . . . Maryann Dillon celebrated her birthday.

MONOGRAM — Milt Lipsner, branch manager, was touring the circuit with salesman Harold Levy. . . . Miss Judith Glickman, biller, had an attack of virus. . . . The last few days were "Old Home Week." Down for the premiere of "I Was An American Spy" were Ed Morey, Harry Goldstein, M. R. Goldstein, Nicky Goldhammer, and John Flynn.

UNITED ARTISTS—Rube Perlman was in. . . Mrs. Virginia Greenway spent a weekend with her mother in Callao, Va. . . . Earle Sweigert, branch manager, has been on a tour of the cities in southern Virginia. . . . Irving Frankel has been here as salesman.

PARAMOUNT—Phil Isaacs, branch manager, celebrated his birthday. . . . Roy Divver, head shipper, resigned.

NATIONAL SCREEN SERVICE—Mrs. Ernestine Bandel, office manager, was in New York City on vacation.

REPUBLIC — Albert Landgraft, office manager, was on vacation. . . . Bill Wilson, head shipper, was spending his vacation at home. . . . Betty Bake, head inspectress, was still convalescing at home.

U-I—Mrs. Margaret Cunningham, secretary, is moving to Chicago to join her husband. . . . Mrs. Ethel Michalson joined the staff of the billing department. . . . Marshall William left for a vacation.

VALLEY ENTERPRISES—Mrs. Roberta Jackson, accounting department, is leaving to join her husband in Mississippi.

KAY—Jo Di Maio was back from a trip to points south.

EQUITY—Myron Mills is touring with "Because of Eve." . . . Billy Buck, Rising Sun, Md., visited.

SANDY—Fred Sandy was in New York City. . . . May Feldman is vacationing in Rochester, N. Y. . . . As of June 1, Sandy will be located at 1013 New Jersey Avenue, N. W.

VARIETY CLUB—A "Welcome to Washington" buffet supper was given at the club rooms in the Willard Hotel. Guests of honor were branch managers Phil Isaacs, Paramount; Pete De Fazio, Warners; Earle Sweigert, United Artists; Joe Gins, U-I, and Milt Lipsner, Monogram.

WARNERS' THEATRES—A farewell party in honor of George Werner, was given in the office of George Crouch. . . . Frank La Falce was very busy assisting in the preparation for the "I Am An American Day" and the dedication of the Carter Barron Amphitheatre.

Charles Horstmann, in charge of installation of television and sound equipment for RKO, was at Keith's for a short time.

Delaware Dover

Delaware's House of Representatives defeated a Senate-approved bill which would have permitted the showing of motion pictures outside of incorporated communities on Sundays.

Wilmington

The Kerry Drive-In, 30th and Governor Printz Boulevard, had its grand opening on May 24. A buffet supper was served.

Edgar J. Doob, manager, Loew's Al-dine, was invited to attend the dedication

of the Carter Barron Amphitheatres in Rock Creek Park, Washington, D. C., named in honor of the late Carter T. Barron, Loew's eastern division manager. . . . Bill Russell, manager, Kerry Drive-In, used a "King Solomon's Mines" trailer on WDEL-TV for several days prior to the drive-in's bow. Norm Rossiter, assistant manager, and Jim Ward handles the concessions. . . . John O. Hopkins closed the National for refurbishing, and opened the new Hopkins house. . . . Edward L. Kenly, formerly of the old S-W Savoy, rejoined the S-W Theatres organization as assistant manager, S-W Queen. . . . Eva Wilson, Crest, Woodcrest, was replaced by Helen White. . . . A. Joseph DeFiore, manager, Park, announced that the Park would operate only on Friday, Saturday, and Sunday, with daily change of program and possible elimination of the Sunday later on. . . . EXHIBITOR knocked the "h" out of Sholly. Glad it was only typographically.

—HENRY L. SHOLLY

Maryland Baltimore

When "Fabiola" opened at Keith's, rival showman Izzy Rappaport, who operates the Town, Hippodrome, and Little, arranged to run trailers in his three theatres advertising "Fabiola" at the opposition house.

Extensive exploitation highlighted by the personal appearances of stars Forrest Tucker and Ella Raines, plus solid coast guard cooperation, marked the opening of "Fighting Coast Guard" at the Mayfair. An officer assigned by the service worked directly with Harry Wolch, advertising-publicity director, Mayfair, on campaign arrangements. Flags were provided and hung by a coast guard crew. All coast guard "A" boards were posted with special one-sheets mentioning "Fighting Coast Guard." A coast guard detachment, including color guard and a 48-piece Coast Guard League band paraded through streets packed with cheering throngs. Stories planted with local papers described coast guard activities, and mentioned the picture.

Frank J. Durkee, owner, Durkee Circuit, was a patient in University of Maryland Hospital.

Jessica Landau, U-I studio representative in New York, accompanied by Al Mendelsohn, home office radio and television contact, were here and in Washington on the first stops of an 11-key city tour to help select the participants in the current "Hollywood Screen Test" network television program's eight-week talent hunt in connection with "Hollywood Story."

Leonardtwn

Val Lyons, manager, Glymont, Indian Head, Md., has been having success with "Jackpot Night" at his theatre. . . . Nat W. Hodgdon, Park, Lexington Park, Md., with his mother and wife are in Florida due to illness in the family. . . . Viola Wilkins, Park, Lexington Park, Md., and Bob Long, stationed at the Naval Air Station, Patuxent River, Md., were mar-

ried at Hollywood, Md. . . . Ray Trumbule, manager, Park, Lexington Park, returned from getting the Greenbelt, Greenbelt, Md., running smoothly after its recent acquisition by Jack Fruchtman. . . . T. L. Harrison, Jr., assistant manager, Park, Lexington Park, Md., spent a day at the circus in Washington, D. C., accompanied by his wife and children. . . . Mae Hall, Park, Lexington Park, Md., has entered as a beauty queen contestant in the Lexington Park Volunteer Fire Department carnival.

Pennsylvania Boyertown

The Woman's Club sponsored a "Go to the Movies Night" at the State, George Kline, owner. Entire proceeds were donated to the Community Center Main-

tenance Fund by Kline and Mrs. Kline, a member of the club. Prizes were awarded.

Harrisburg

Free orchids were given away by Thomas Kerrigan to 500 ladies as a special attraction at the Harrisburg Drive-In. . . . Through the cooperation of the Colonial, Loew's, Rio, Senate, and State, 10 free tickets were given away daily during a five-week period to persons parked on the municipal parking lot. . . . Miss Rosemarie Zerance is the new relief aide and candy girl at the Elton, Steelton, Pa. . . . The Hill, Camp Hill, Pa., has been attracting attention with a flower display in the lobby created by D. S. Blosser, manager. . . . Mrs. Betty Holler, State, is the mother of a

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daughter born on May 9. The new arrival has been named Ginger Eileen.

A bill has been introduced in the legislature that would require owners of theatres, hotels, clubs, and other places of entertainment to give notice to patrons that concessions have been granted to other persons. If enacted, owners or managers would be compelled to post a sign advising patrons that gratuities or tips from "waitress or waiter service, the service of checking hats and coats or the selling of cigarettes, novelties or souvenirs given to the personnel rendering such services are the property of the person owning such concession."

Lancaster

A court suit was filed by the Keystone State Theatre Company, Philadelphia, against Charles F. Widmyer and the 30 West Broad Corporation, Philadelphia, listed as part owners of the Colonial and land on North Queen Street and business property adjacent extending back to Market Street on West Chestnut Street. The Keystone company asked the court to name a master to apportion the shares or, if that can not be done, to order the property sold. It is reported that Sam Shapiro has a 30 per cent interest and Widmyer and Al Boyd the balance.

Norristown

The Westmar closed, and the Grand is cutting down to a two day a week operation.

Reading

Theatre managers are wondering what effect, if any, the proposed changes in the federal amusement tax law will have here. The changes would eliminate the 20 per cent tax on admission tickets, in the cases of non-profit, educational and charitable institutions' or organizations' amusements affairs, but it also exempts from the tax various community thea-



Richard Libinsky, executive secretary to the mayor of Baltimore, Md., recently presented Matt Cvetic with the key to the city during ceremonies on stage of the Stanley on opening night of Warners' "I Was A Communist For The F.B.I."

tres, such as the theatres owned and operated by fire companies in Berks County towns.

Scranton

Frank Whitbeck, MGM studio advertising manager, was in on the first stop of an 11-city tour of the country on behalf of trailers, on which he is conferring with exhibitors and exchange personnel.

Swarthmore

"The Crime," two-reel motion picture written, acted, directed, and produced by students of Swarthmore College, had its first public showing at the College.

Virginia Norfolk

The traditional "Hell Week," last port of call for the navy's underwater demolition trainees before joining the select "frogmen," started at the Naval Base as officials of the armed forces gathered for the climactic doings topped by 20th Century-Fox's showing of "The Frogmen." Hitherto barred to all outsiders, including the press, this is the first time that the highly secret maneuvers were witnessed by other than top naval and military officials. The newspaper group, composed of top magazine, radio, newspaper, and tradepaper representatives, arrived under the 20th Century-Fox banner to participate in the climactic moments of the demonstration, and see the picture in unique and festive surroundings.

Richmond

Edith Lindeman, amusement editor, The Times Dispatch, ran an interesting story about the many duties of a theatre manager, and started a series of "Meet the Managers" stories, the first one featuring Bob Coulter, Byrd. . . . The Westover's Allen Brown served as host at a meeting of a group of chinchilla raisers in the assembly room of the theatre. . . . Carl Moll will substitute as The News Leader critic for Alton Williams for the next three months. Williams is in Europe.

Howard Powers, Colonial, spent part of his vacation in an outboard motor race from here to City Point. . . . Projectionists Harry Jarvis and Leroy Ford

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) June 6, 11, "No Questions Asked" (Barry Sullivan, Arlene Dahl, George Murphy); 11, 11, "Showboat" (Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown) (Technicolor).

WARNERS (Aldine) June 12, 10.30, "Jim Thorpe, All American" (Burt Lancaster, Charles Bickford, Phyllis Thaxter); 1.00, "A Streetcar Named Desire" (Vivien Leigh, Marlon Brando, Kim Hunter); 13, 10.30, "Strangers On A Train" (Farley Granger, Ruth Roman, Roland Walker); 1.00, "Captain Horatio Hornblower" (Gregory Peck, Virginia Mayo, Ingeborg Wells) (Made in England) (Technicolor).

were delegates to the State Federation of Labor convention. Arthur Deane represented the Petersburg local. . . . Mercer Stillman, Berlo representative, drove down to Zellwood, Fla., and brought his two children home from school. . . . The Broadway, Hopewell, closed, with manager Robert Carr being transferred as Sam Northington's assistant, Century, Petersburg. Harold Crowder will also work in the Petersburg houses.

Carlton Duffus and associates announced the addition to their staff of H. W. "Speed" Lambert and Mabel Frampton, Miami, Fla. Miss Frampton, former woman's editor, The Miami News and Miami Fashion Council coordinator, will devote herself to fashion shows and women's activities. Lambert, formerly head of his own agency, will work on general promotions in radio and television.

Bud Flanery reopened his Guy's Drive-In, Richlands, after replacing his tower, wrecked by a windstorm. . . . W. H. Turner opened his Lyric, St. Paul. The house was equipped by National Theatre Supply with Simplex E-L projectors. American Seating Company furnished the 800 chairs.

Jack Stone, manager, WRVA Theatre, started a series of Sunday Variety shows on Sunday with one matinee and one evening performance. . . . Don Womack, with Neighborhood Theatres, Inc., in the Arlington territory for about 10 years, resigned to accept a position with the Press Gallery in Washington. . . . Macon Campbell is the new manager, Ashton, Arlington. . . . The Glen, Christiansburg, is now being operated by Horace Bolen for Curtis Turner and Modern Dairy Products, Inc.

Frances Neenan, Bellevue manager, has been making some changes in his boxoffice, and the improvement is very noticeable. . . . Jack Jordan, State service staff, is now playing baseball for the American Legion. . . . Cora Barron, Berlo counter attendant, State, was sick. Thelma Stone substituted. —S. T.

Variety Club Tent 13, Philadelphia

"Dear Brat" was screened through the courtesy of Paramount.

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THEATRE INSTALLATIONS
and MAINTENANCE

Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvarak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—86m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).

TO BE REVIEWED OR IN PRODUCTION

DISC JOCKEY—Tam Drake, Jane Nigh, Ginny Simms.
DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinecolor).
HIGHWAYMAN, THE—Charles Caburn, Wanda Hendrix, Philip Friend—(Cinecolor)—(AA18).

Astor

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
 (1950-51 releases from 301 up)

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Faran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BLAZING SUN, THE—MUW—Gene Autry, Pat Buttram, Lynne Roberts—Above average Autry—70m.—see Nov. 8 issue—(246).
BORN YESTERDAY—C—Judy Halliday, William Halden, Braderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).
BRAVE BULLS, THE—D—Mel Ferrer, Miraslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).
CHINA CORSAIR—ACD—Jan Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randall—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).
EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).
FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue—(316).
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Fard, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
HARRIET CRAIG—D—Joan Crawford, Wendell Corey, Lucille Watson—Good women's show—94m.—see Nov. 8 issue—(323).
HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).
HE'S A COCKEYED WONDER—C—Mickey Rooney, Terry Moore, William Demarest—Amusing comedy for the duallers—77m.—see Nov. 8 issue—(340).
KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(338).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).
RAIDERS OF TOMAHAWK CREEK—W—Charles Starrett, Smiley Burnette, Kay Buckley—Okeh series entry—55m.—see Nov. 8 issue—(362).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).
SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—87½m.—see May 9 issue—(Technicolor)—(330).
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).
SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
STAGE TO TUCSON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
 Vol. 46, No. 4

MAY 30, 1951

TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—66m.—see Mar. 14 issue—(352).
TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).
VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).
WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinecolor)—(339).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).
YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette—(367).
BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
DARK PAGE—Broderick Crawford, John Derek, Donna Reed.
FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.
HURRICANE ISLAND—Jon Hall, Marie Windsor, Ramo Vincent—(Supercinecolor).
JUNGLE MANHUNT—Johnny Weissmuller, Angela Greene, Jean Williams.
KID FROM AMARILLO, THE—Charles Starrett, Smiley Burnette.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

ACD—Action drama	MUCD—Musical comedy drama
AD—Adventure drama	MU—Musical
ACMU—Action musical	MUSAT—Musical satire
ADMD—Adult melodrama	MUW—Musical western
BID—Biographical drama	MY—Mystery
BIDMU—Biographical drama with music	MYC—Mystery comedy
C—Comedy	MYCM—Mystery comedy musical
CAR—Cartoon feature	MYD—Mystery drama
CD—Comedy drama	MYMD—Mystery melodrama
CDMU—Comedy drama musical	MYMU—Mystery musical
CFAN—Comedy fantasy	MYW—Mystery western
CFANMU—Comedy fantasy musical	NOV—Novelty
CMD—Comedy melodrama	OPC—Operatic comedy
CMU—Comedy musical	OPD—Operatic drama
COMP—Compilation	OD—Outdoor drama
COSMD—Costume melodrama	OMD—Outdoor melodrama
D—Drama	PD—Psychological drama
DFAN—Drama fantasy	ROMC—Romantic comedy
DMU—Dramatic musical	ROMCMU—Romantic comedy musical
DOC—Documentary	ROMD—Romantic drama
DOCD—Documentary drama with music	ROMDMU—Romantic drama musical
DOCMD—Documentary melodrama	SAT—Satire
ED—Educational feature	SCD—Sex comedy drama
F—Farce	TRAV—Travelogue
FAN—Fantasy	W—Western
FANMU—Fantasy musical	WC—Western comedy
FMD—Factual melodrama	WCMU—Western comedy musical
FMU—Farce musical	WD—Western drama
HISD—Historical drama	WMD—Western melodrama
MDMU—Melodrama musical	WMDMU—Western melodrama musical
MD—Melodrama	WMU—Western musical
MUC—Musical comedy	

LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.
LORNA DOONE—Barbara Hale, Richard Greene, Wally Bishop—(Technicolor)—(336).
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).
MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).
MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).
NEVER TRUST A GAMBLER—Dane Clark, Cathy O'Dannell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PICKUP—Beverly Michaels, Hugo Haas, Allan Nixan.
REMEMBER THAT FACE—Broderick Crawford, Betty Huth, Otto Hulett.
SATURDAY'S HERO—John Derek, Danna Reed, Otto Hulett—(318).
SILVER CANYON—Gene Autry, Gail Davis, Pat Buttram.
SIROCCO—Humphrey Bogart, Lee J. Cobb, Marta Toren.
SMALL WONDER—Robert Cummings, Barbara Hale, Jeff Donnell.
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
TEXAS RANGERS, THE—George Montgomery, Gale Storm, John Littel—(Supercinecolor)—(325).
WAR CRY—George Montgomery, Audrey Long, Howard St. John.
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.
SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: B.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Brittan, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).
DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).
FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).
GUNFIRE—W—Don Barry, Pamela Blake, Robert Lowery—Routine western—59m.—see Nov. 8 issue—(4932).
MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).
PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—(5018).
ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).
STOP THAT CAB—C—Sid Melton, Irls Adrian, Tam Neal—For the lower half—56m.—see Apr. 25 issue—(5014).
3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).
TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

TO BE REVIEWED OR IN PRODUCTION

G.I. JANE—Jean Porter, Tam Neal, Irls Adrian.

KENTUCKY JUBILEE—Jerry Colonna, Jean Porter, James Ellison—(5007).
LEAVE IT TO THE MARINES—Sid Melton, Mara Lynn, Fritz Feld.
LITTLE BIG HORN—John Ireland, Lloyd Bridges, Marie Windsor—(5003).
LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler.
SAVAGE DRUMS—Sabu, Lita Baron, Sid Melton.
SKY HIGH—Sid Melton, Mara Lynn, Judy Fortier.
VARIETIES ON PARADE—Jimmy Mulchay, Mildred Mulchay, Paul Gordon.
YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore.

Metro

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(118).
FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue—(129).
GREAT CARUSO, THE—DMU—Mario Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).
HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—113m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).
MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Eduard Franz—High rating—88m.—see Nov. 22 issue—(116).
METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor)—(131).
MRS. O'MALLEY AND MR. MALONE—C—Marjorie Main, James Whitmore, Ann Dvorak—Pleasing comedy for the duallers—69m.—see Nov. 8 issue—Leg.: B—(111).
NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).
TERESA—D—Pier Angeli, John Ericson, Patricia Colline—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy).
THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).
WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).
AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).
ANGEL AND THE PIRATES, THE—Paul Douglas, Janet Leigh, Jonathan Cott.
BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.
BEHIND THE LAW—Walter Pidgeon, Ann Harding, Lewis Stone.
BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel.
CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—79m.—(Made in England).
EXCUSE MY DUST—Red Skelton, Macdonald Carey, Sally Forrest—82m.—(Technicolor).
IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Fredric March, William Powell.
KIND LADY—Ethel Barrymore, Maurice Evans, Angela Lansbury.
LAW AND LADY LOVERLY, THE—Greer Garson, Michael Wilding, Marjorie Main.
LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).
LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
MAN WITH THE CLOAK—Joseph Cotten, Barbara Stanwyck, Louis Calhern.
NO QUESTIONS ASKED—Barry Sullivan, Arlene Dahl, George Murphy—81m.

NORTH COUNTRY, THE—Stewart Granger, Wendell Corey—(Anscocolor).
PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).
PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
QUO VADIS—Robert Taylor, Deborah Kerr, Lee Remick—(Technicolor)—(Made in Italy).
RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).
SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor).
STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Millard Mitchell—108m.
STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.
WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
BLUES BUSTERS—CMU—Leo Gorcey, Huntz Hall, Adele Jergens—Better series entry for the duallers—67m.—see Nov. 8 issue—(4916).
BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).
CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
CHEROKEE UPRISING—W—Whip Wilson, Andy Clyde, Lois Hall—Standard Whip Wilson—57m.—see Nov. 8 issue—(4944).
COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).
GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).
MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).
NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).
RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).
SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey—(5142).
CASA MANANA—Robert Clarke, Virginia Welles, Carol Brewster—(5116).
CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).
FATHER TAKES THE AIR—Raymond Walburn, M'liss McClure, Gary Gray—(5126).
FLIGHT TO MARS—Marguerite Chapman, John Littel, Richard Gaines.
MONTANA DESPERADO—Johnny Mack Brown—(5143).
NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5182).

STAGECOACH DRIVER—Whip Wilson, Fuzzy Knight, Gloria Winters.
YUKON MANHUNT—Kirby Grant, Gail Davis, Chinook—(5123).

Paramount

(1950-51 releases from 5001 up)

ACE IN THE HOLE—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—90m.—see Apr. 25 issue—(5019).
AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
GREAT MISSOURI RAID, THE—WD—Wendell Corey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—87m.—see Apr. 25 issue—(Technicolor)—(5020).
LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
MOLLY—see Goldbergs, The.
MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor).
DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Mona Freeman.
DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
EAGLES OF THE NAVY—Alan Ladd, William Bendix.
FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor).
MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn—(5024).
PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
SILVER CITY—Yvonne DeCarlo, Edmond O'Brien, Barry Fitzgerald—(Technicolor).
SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
STOOGES, THE—Dean Martin, Jerry Lewis, Polly Bergen.
SUBMARINE COMMAND—William Holden, Nancy Olson, William Bendix.
THAT'S MY BOY—Dean Martin, Jerry Lewis, Polly Bergen—(5026).
WARPATH—Edmond O'Brien, Dean Jagger, Polly Bergen—(Technicolor)—(5025).
WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1950-51 releases from 101 up)

BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast-moving outdoor show—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).

BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).

CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).

COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—83m.—see Jan. 3 issue—(109).

CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).

DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—63m.—see Jan. 3 issue—(112).

EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).

FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B—(116).

GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).

GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue—(120).

HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).

JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).

JUNGLE HEADHUNTERS—TRAV—Record of Lewis Colton's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—66m.—see May 9 issue—(Technicolor)—(177).

KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue—(173).

LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).

LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).

MAD WEDNESDAY—C—Harold Lloyd, Frances Ramsden, Margaret Hamilton—Harald Lloyd starrer will need plenty of push—77m.—see Nov. 8 issue—(166).

MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).

MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—70m.—see Mar. 28 issue—(114).

NEVER A DULL MOMENT—C—Irene Dunne, Fred MacMurray, William Demarest—Name draw should help pleasing comedy—89m.—see Nov. 8 issue—(106).

PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—90m.—see Feb. 28 issue—Leg.: B—(171).

RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).

SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue—(117).

SEALED CARGO—MD—Dana Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).

TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).

TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).

TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).

THEY GOT ME COVERED—F—Bop Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue—(352).

THING FROM ANOTHER WORLD, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly-interesting, well-made exploitation entry—86m.—see Apr. 11 issue—(174).

TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).

UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor)—(452).

VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling 84m.—see Dec. 6 issue—Leg.: B—(167).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.

BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.

BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).

BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.

CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.

DARK HIGHWAY—Robert Ryan, Ida Lupino, Ward Bond.

FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).

HALF-BREED, THE—Robert Young, Janis Carter, Jack Buell—(Technicolor).

HAPPY GO LOVELY—David Niven, Vera Ellen, Cesar Romero—(Technicolor)—(English-made).

HARD, FAST AND BEAUTIFUL—Claire Trevor, Robert Clarke, Sally Forrest—(119).

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.

HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.

HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.

IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.

JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).

LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.

LILI MARLENE—Lisa Daimely—(English-made).

MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).

NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.

ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.

PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.

RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.

RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.

ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.

SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).

TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.

TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).

BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).

BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).

CALIFORNIA PASSAGE—OMD—Farrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).

CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).

DESTINATION BIG HOUSE—MD—Darathy Patrick, Robert Rackwell, James Lydan—Fair meller for the lower half—60m.—see June 21 issue—(4918).

FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).

HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).

HIT PARADE OF 1951—CMU—John Carrall, Marie MacDonald, Estelita Rodriguez—Pleasing musical has plenty of selling angles—85m.—see Nov. 8 issue—(5002).

IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).

INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).

JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).

MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).

MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).

MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open airer—60m.—see Dec. 6 issue—(4574).

NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).

NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Trucolor)—(4944).

OHI SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).

PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).

PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rackwell, Anthony Carusa—For the lower half—60m.—see Sept. 27 issue—(4929).

REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).

RIO GRANDE—ACMD—John Wayne, Maureen O'Hara, Ben Johnson—High rating western melodrama should ride into the better money—105m.—see Nov. 8 issue—(5004).

ROUGH RIDERS OF DURANGO—W—Allan "Rocky" Lane, Walter Baldwin, Aline Tawne—Standard series entry—60m.—see Feb. 14 issue—(5058).

RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).

SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).

SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).

SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).

THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).

TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).

TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brody—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).

UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—47m.—see Dec. 6 issue—(4954).

WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

BULLFIGHTER AND THE LADY—Robert Stack, Joy Page, Gilbert Roland—(Made in Mexico)—(5009).

DAKOTA KID, THE—Michael Chapin, Eilene Janssen—60m.

FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kay, Chubby Johnson.

FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduarde Ciannelli—(Made in Italy)—(5011).

HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.

HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.

LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.

LOST PLANET AIRMEN—Tristram Coffin, Mae Clark, Don Haggerty—(Reedited from serial, "King of the Rocket Men").

NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Puelle, Vincent Prince, Agnes Moorehead.

PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez.

RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.

RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.

SEA HORNET, THE—Rod Cameron, Adele Mara, Jim Davis.

SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.

SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.

UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.

WELLS FARGO GUNMASTER—Allan "Rocky" Lane, Roy Barcroft, Mary Ellen Kay—(5061).

WINGS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up)

(1951 releases from 101 up)

AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Puelle, Tom Ewell—Picturization of war book should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).

BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).

CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).

FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).

FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).

FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).

HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).

HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).

HOUSE ON TELEGRAPH HILL, THE—D—Richard Basehart, Valentina Cortesa, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).

I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).

I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rary Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).

KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).

LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).

MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).

MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).

OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Pearce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(137).

ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(115).

RAWHIDE—WMD—Tyronne Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).

SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercinecolor)—(106).

13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).

U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).

YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.
ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).
AS YOUNG AS YOU FEEL—David Wayne, Thelma Ritter, Monty Woolley—(120).
CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy Mel Ferrer.
DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.
DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegarde Neff—(Made in Germany).
DESERT FOX, THE—James Mason, Desmond Young, Jessica Tandy.
LET'S MAKE IT LEGAL—Claudette Colbert, Macdonald Carey, Zachary Scott.
DR. PRAETORIUS STORY, THE—Cary Grant, Joanne Dru, Hugh Marlowe.
FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—(Technicolor).
FROGMEN, THE—Richard Widmark, Dana Andrews, Gary Merrill—(122).
GOLDEN GIRL, THE—Dennis Day, Mitzi Gaynor, Dale Robertson—(Technicolor).
GUY WHO CAME BACK, THE—Paul Douglas, Joan Bennett, Linda Darnell—(118).
KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
MEN OF TWO WORLDS—Tyrone Power, Constance Smith—(Made in England)—(Technicolor).
MILLIONAIRE FOR CHRISTY, A—Fred MacMurray, Eleanor Parker, Richard Carlson.
MR. BELVEDERE RINGS THE BELL—Clifton Webb, Joanne Dru.
NO HIGHWAY IN THE SKY—James Stewart, Glynis Johns, Marlene Dietrich—(Made in England)—(121).
SECRET OF CONVICT LAKE, THE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore.
SKID ROW—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.
TAKE CARE OF MY LITTLE GIRL—Jeanne Crain, Jean Peters, Dale Robertson—93m.—(Technicolor)—(119).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Turrell—Routine western—56m.—see June 6 issue—(ELC).
BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(ELC).
BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(ELC).
CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue—(ELC).
CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(ELC).
CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).
FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).
FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).
GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(ELC).
KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(ELC).
LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—86m.—see Mar. 14 issue—(English-made)—(ELC).
MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).
MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).
MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(ELC).
MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(ELC).
MY OUTLAW BROTHER—see My Brother The Outlaw—(ELC).
NAUGHTY ARLETTE—D—Mai Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spots—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).
NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).
ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High-rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).
OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(Neame).
ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(ELC).

PAPER GALLOWES—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(ELC).
PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinacolor)—(ELC).
PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).
QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).
ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Elyse Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinacolor)—(ELC).
SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspey).
SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor)—(ELC).
SECOND FACE, THE—D—Eila Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(ELC).
SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).
SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).
SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(ELC).
SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—92m.—see Dec. 6 issue—(Stillman).
SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(ELC).
TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(ELC).
THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made)—(ELC).
THREE HUSBANDS—C—Emlyn Williams, Eve Arden, Howard da Silva—Amusing comedy—78m.—see Nov. 8 issue—Leg.: B—(Gloria).
TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(ELC).
TRY AND GET ME—see Sound Of Fury.
TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(ELC).
WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue—(ELC).
WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(ELC).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emlyn Williams—(English-made)—(Angel).
CAIRO ROAD—Eric Portman—(English-made)—(ELC).
CLOUDBURST—Robert Preston, Elizabeth Sellars, Harold Lang—(ELC).
EVIL ONE, THE—David Ferrar, Geraldine Fitzgerald—(ELC).
FOUR IN A JEEP—Viveca Lindfors, Ralph Meeker, Yoseph Yadin—(Made in Austria).
HE RAN ALL THE WAY—John Garfield, Shelley Winters—77m.—Leg.: B—(Roberts).
HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney—(ELC).
MISTER DRAKE'S DUCK—Douglas Fairbanks, Jr., Yolande Donlan—(English-made)—(Angel).
PARDON MY FRENCH—Merle Oberon, Paul Henreid—(ELC).
ST. BENNY THE DIP—Dick Haymes, Roland Young, Nina Foch—80m.—(Danzinger).
THREE STEPS NORTH—Lloyd Bridges, Aldo Fabrizi, Leo Padovani—85m.—(Made in Italy)—(Wildner).
TWO GALS AND A GUY—Janis Page, Robert Alda—(ELC).
VOLCANO—Anna Magnani, Geraldine Brooks—110m.—Leg.: B—(Italian-made)—(ELC).
WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France)—(ELC).

Universal-International

1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).
AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).
APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).
BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Siezak—Highly amusing—83m.—see Jan. 31 issue—(112).
DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor)—(119).
FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the duallers—77m.—see Apr. 11 issue—(120).
FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).
GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).
HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).
KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).
KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).
LITTLE BALLERINA—DMU—Yvonne Marsh, Marion Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).
MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Serles entry should have usual appeal—81m.—see Mar. 28 issue—(117).
MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).
MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).
OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(British-made)—(113).
PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).
PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).
SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).
SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).
TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—Two-story feature comprising "Fargo Phantom" and "Coyote Canyon"—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).
TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—Two-story feature comprising "Rustlers' Ransom" and "Gold Strike"—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).
TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—Two-story feature comprising "Western Courage" and "Ready To Ride"—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).
TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).
UNDERCOVER GIRL—MD—Alexis Smith, Scott Brady, Richard Egan—Good program melodrama—82m.—see Nov. 8 issue—(105).
UP FRONT—C—David Wayne, Tom Ewell, Marina Berti—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).

TO BE REVIEWED OR IN PRODUCTION

BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.
BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).
CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).
CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).
CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).
COMIN' ROUND THE MOUNTAIN—Bud Abbott, Lou Costello, Dorothy Shay.
DOOR, THE—Charles Laughton, Boris Karloff, Sally Forrest.
FIDDLER'S GREEN—Shelley Winters, Richard Conte, Stephen McNally.
FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.
FINE DAY—Howard Duff, Mona Freeman, Josephine Hull.
FLAME OF ARABY—Maureen O'Hara, Jeff Chandler, Maxwell Reed—(Technicolor).
GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
IRON MAN—Stephen McNally, Jeff Chandler, Evelyn Keyes.
LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
MARK OF THE RENEGADE—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—(Technicolor).
ONE NEVER KNOWS—Dick Powell, Peggy Dow, Charles Drake.
POOL OF LONDON—Bonar Colleano, Susan Shaw, Renee Asherson—(English-made).
REUNION IN RENO—Mark Stevens, Peggy Dow, Gigi Perreau.

Warners

(1950-51 releases from 001 up)

ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).

BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).

BREAKTHROUGH—MD—David Brian, John Agar, Frank Lovejoy, Suzanne Dalton—Absorbing war drama offers selling opportunities—91m.—see Nov. 8 issue—(010).

DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).

DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).

ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCortia—Good melodrama—87m.—see Jan. 31 issue—(015).

FORT WORTH—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor).

GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).

HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).

INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).

I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).

LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).

LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).

ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).

OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grosses—109m.—see Jan. 17 issue—Leg.: B—(013).

RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).

ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).

STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).

SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).

VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

AS TIME GOES BY—Gene Tierney, Ray Milland, Fay Bainter.

CAPTAIN HORATIO HORNBLLOWER—Gregory Peck, Virginia Mayo, Ingeborg Wells—(Made in England)—(Technicolor).

DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—(Technicolor).

FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.

GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).

HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.

JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Bickford, Phyllis Thaxter.

NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).

POLITICIAN, THE—Joseph Cotten, Patricia Neal.

STARLIFT—Virginia Mayo, Doris Day, Gordon MacRae.

STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.

STRANGERS ON A TRAIN—Farley Granger, Ruth Roman, Roland Walker—Leg.: B—(027).

TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).

HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(Color)—(World Travel).

HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).

INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girly show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).

KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).

MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).

SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Florea).

VIENNA ART TREASURES—DOC—Narrated by Basil Rathbone—Good art film—40m.—see Dec. 6 issue—Kodachrome—(National Film).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).

APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).

AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).

BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).

BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).

BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolero).

CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).

CHRISTINA—HISD—Petra Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).

CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).

DANCE OF LIFE—FANMU—Valerie Bettis, Letita Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).

DISHONORED—HISD—Antonio Vilar, Elli Parvo, Otello Toso—Uneven, lengthy offering is strictly for the Italian houses—100m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Casolero).

DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).

DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).

EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa Color)—(Rembrandt).

EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).

FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).

FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Topnotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).

HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English).

HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harisson, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).

HIDDEN RIVER—D—Maria Felix, Fernando Isunza, Carlos Mochizuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasa-Mohme).

HORSEMEN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).

HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Arts).

INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 3 issue—(English-made)—(Pentagon).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).

JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).

KRAKATIT—DFAN—Karek Hoger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).

LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).

L'AFFAIRE—ROMD—Claude Dauphin, Anne Vernon, Henri Guisol—Well acted import for the art houses—87m.—see Dec. 6 issue—Leg.: B—(French-made)—(English titles)—(International).

LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).

LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).

MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).

MANON—ROMD—Cecile Aubrey, Michel Auclair, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).

MILL ON THE PO—MD—Carla del Poggio, Jacques Sernas, Giacomo Giuradei—Interesting drama for the art houses—96m.—(Italian-made)—(English titles)—(Lux).

MINNE—CD—Daniele Delarme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).

MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).

NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).

NO PLACE FOR JENNIFER—D—Leo Genn, Bea Campbell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg.: B—(English-made)—(Stratford).

OH, AMELIA—SC—Dannielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—(French-made)—(English titles)—(Lux).

OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).

RED ANGEL, THE—SMD—Tilda Thamar, Paul Meurisse, Berval—Fair import has the angles—97m.—see Dec. 6 issue—(French-made)—(English titles)—(Spalter).

RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).

RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvliya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).

SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).

SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).

SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(Bell).

SINNERS, THE—D—Serge Reggiani, Monique Melinand, Jean Davy—Interesting French import suffers from excessive length—107m.—see Dec. 6 issue—Leg.: C—(French-made)—(English titles)—(Lopert).

SONG OF MY HEART—OPC—Guiseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).

SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).

SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).

TALES OF HOFFMANN, THE—OP—Moira Shearer, Leonide Massine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).

TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).

TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).

TREASURE, THE—F—Danute Szaflarska, Jerzy Duszynski, Adolph Dymyska—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).

TWO ORPHANS, THE—D—Valli, Maria Denis, Osvaldo Valenti—Tearful import will have to rely on femme trade—92m.—see Dec. 6 issue—(Italian-made)—(English titles)—(Globe).

UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).

VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).

WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).

WEINER BLUT—MUC—Willy Ritsch, Maria Hoist, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).

WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).

YOUNG GUARD—D—Vladimir Ivanov, Tamara Marakova, Irene Marakova—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)	G	16m.	
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	3072
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump	B	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
3436	(June 14)	Phony Cronies	F	16m.	
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15sep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15sep.	3012
3160	(May 31)	Roar Of The Iron Horse	G	15sep.	
SPECIAL (Technicolor)					
(.....)		A Day With The FBI	E	19m.	
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife	G	16m.	
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
3555	(June 14)	Candid Microphone—No. 5	G	10m.	3080
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Mar. 29)	Havana Madrid	G	10m.	3074
3654	(Apr. 17)	New York After Midnight		10m.	
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love	F	7 1/2m.	
3610	(June 21)	Air Hostess	F	8m.	
3611	(.....)	The Egg Hunt	F	7m.	
FILM NOVELTIES (8)					
3961	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3) (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	29998
3503	(June 28)	Family Circus			
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	3074
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	3074
3858	(May 17)	Hollywood Awards		9 1/2m.	
3859	(June 21)	Hollywood Pie Throwers		9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2990
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Mar. 22)	Quebec Sports Holiday	F	8 1/2m.	3075
3807	(Apr. 26)	Mr. Tennis	G	9m.	
3808	(May 31)	Future Major Leaguers			
3809	(June 28)	Sunshine Sports			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(.....)	His Mouse Friday (T-J)	F	7m.	3065
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
(.....)		The Bodyguard			
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks	F	8m.	3080
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(.....)	Bandage Bait	E	10m.	
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo			
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions			
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies			
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race			
POPEYE CHAMPIONS (4) (Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6) (Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miner Forty Niners	E	7m.	3080
THE MOVIES AND YOU (All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
14208	(Mar. 23)	Flying Podre	G	9m. 3067	
14209	(Apr. 9)	Your Fate Is In Your Hands	E	8m.	
14210	(.....)	Florida Cowhands			
SPORTSCOPE (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m. 2960	
14302	(Oct. 20)	Football's Mighty Mustang	F	8m. 2975	
14303	(Nov. 17)	Diving Dynasty	F	8m. 3004	
14304	(Dec. 15)	Connie Mack	F	8m. 2975	
14305	(Jan. 12)	Canadian Snow Fun	G	8m. 3035	
14306	(Feb. 9)	Big House Rodeo	F	8m. 3075	
14307	(Mar. 9)	The Big Shoot	G	8m. 3059	
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m. 3067	
14309	(May 4)	First Lady Of The Turf	G	8m.	
14310	(June 1)	Ted Williams			

THE MOVIES AND YOU

(All-Industry Shorts)

14801	(Sept. 13)	The Costume Designer	E	9m. 2769	
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WALT DISNEY CARTOONS (18)

(Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)

14101	(Sept. 1)	Hook, Lion And Sinker(D)	G	7m. 2965	
14102	(Sept. 22)	Comp Dog (P)	G	7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974	
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998	
14105	(Nov. 24)	Morris The Midget			
		Moose (S)	G	8m. 2938	
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013	
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013	
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035	
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040	
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056	
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065	
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064	
14113	(Apr. 21)	Cold War (S)	G	7m.	
14114	(May 18)	Plutopia	G	7m.	
14115	(June 8)	Test Pilot Donald			
14116	(June 29)	Tomorrow We Diet			
14117	(July 20)	A Lucky Number			
14118	(Aug. 10)	R'Coon Dawg			

WALT DISNEY REISSUES (6)

(Technicolor)

14701	(Oct. 27)	The Moth And The Flame	E	8m. 2975	
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985	
14703	(Feb. 23)	Merbobies	E	9m. 2985	
14704	(Apr. 20)	The Practical Pig	E	8m. 2985	
14705	(July 6)	Polar Trappers	E	8m. 2985	
14706	(Aug. 24)	The Old Mill	E	9m. 2985	

Republic

SERIALS (4)

5081	(Dec. 23)	Desperadoes Of The West	G	12ep. 2934	
5082	(Mar. 17)	Flying Disc Men From Mars	G	12ep. 2974	
5083	(June 9)	Perils Of The Darkest Jungle (Reissue)	F	12ep. 3012	
5084	(.....)	Don Doredevil Rides Again	F	12ep. 3074	

THIS WORLD OF OURS (6)

(Tricolor)

4975	(Mar. 15)	Norway	G	9m. 2806	
4976	(June 1)	Denmark	G	9m. 2890	
4977	(July 15)	Glacier Notional Park	G	9 1/2m. 2915	
4978	(Aug. 30)	Sweden	G	9m. 2932	
4979	(Oct. 15)	France	E	10m. 2965	
4980	(Nov. 30)	Holland	G	9m. 2986	

(1950-51)

5071	(Jan. 15)	London	F	9m. 3013	
5072	(Feb. 15)	Portugal	G	9 1/2m. 3040	
5703	(Mar. 15)	Spain	G	9m. 3075	
5704	(Apr. 15)	England	G	9m.	
5705	(May 15)	Hawaii	F	10m. 3080	
5706	(June 15)	Greece			

20th Century-Fox

Three Reel

7101	(Jan.)	Why Korea?	E	30m. 3012	
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THE MARCH OF TIME (8)

(Vol. 16)

(Feb.)	No. 1—Mid Century: Half Way To Where?	E	17m. 2798	
(Mar.)	No. 2—The Mole Look	G	16m. 2819	
(Apr.)	No. 3—Where's The Fire?	E	19m. 2850	
(May)	No. 4—Beauty At Work	E	17m. 2874	
(Aug.)	No. 5—As Russia Sees It	G	16m. 2914	
(Sept.)	No. 6—The Gathering Storm	F	17m. 2952	
(Nov.)	No. 7—Schools On The March	G	18m. 2974	
(Dec.)	No. 8—Tito—New Ally?	E	18m. 3003	

(Vol. 17) (8)

(Feb.)	No. 1—Strategy For Victory	G	17 1/2m. 3028	
(Mar.)	No. 2—Flight Plan For Freedom	E	18 1/2m. 3049	
(Apr.)	No. 3—The Nation's Mental Health	E	19m. 3072	

SPECIAL

7903	(.....)	Droughtsmon Of Dreams	G	16 1/2m. 2850	
	(.....)	The Magnetic Tide (Cinecolor)	G	21m. 2985	

One Reel

LEW LEHR (2)

(Re-releases)

9001	(Aug.)	Monkeys Is The Craziest People	G	9m. 2915	
9002	(Aug.)	Monkey Doodle Dandies	G	9m. 2915	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MOVIETONE ADVENTURES (Technicolor)					
2051	(Apr.)	Pattern Of Progress	G	8m. 2806	
MOVIETONE MELODIES (4)					
7001	(Jan.)	Lowrence Welk and His Chompagne Music	F	9m. 2779	
7002	(Mar.)	Red Ingle and His Gang	G	9m. 2785	
7003	(Aug.)	Skitch Henderson & Orch.	F	10m. 2883	
7004	(Oct.)	The Fontane Sisters	F	8m. 2932	
MOVIETONE SPECIALTIES (6)					
8001	(June)	Mld-West Metropolis	G	9m. 2839	
8003	(July)	Music Of Manhattan	E	10m. 2839	
9801	(Feb.)	Struggle For Survival	E	9m. 2591	
9802	(Aug.)	The Hunter	E	8m. 2667	
9803	(Sept.)	Shadows In The Snow	G	9m. 2725	

SPECIAL

(.....)	Home Of The Homeless	G	10m. 2837	
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SPORTS REVIEWS (12)

(T—Technicolor)

3001	(Jan.)	Skiing Is Believing	G	9m. 2779	
3002	(Feb.)	From Jib To Topsoil	F	8 1/2m. 2770	
3003	(May)	Diving Maniacs	G	9m. 2884	
3004	(May)	Shooting The Salmon Rapids	G	10m. 2839	
3005	(July)	Winning Form	F	10m. 2915	
3006	(June)	Action With Rod And Reel	G	10m. 2850	
3007	(Sept.)	Bowlers' Fair	B	8m. 2915	
3008	(Sept.)	Football Pay-Off Plays	G	10m. 2965	
3009	(Oct.)	Circus On The Campus	G	10m. 2965	
3010	(Nov.)	Tea Girls	G	10m. 2965	
3051	(Mar.)	Frolic In Sports	G	8m. 2806	

(1950-51)

3101	(Jan.)	Arrow Artistry	F	9m. 3056	
3102	(Mar.)	Let's Go Morlin Fishing (T)	G	10m. 3065	

TERRYTOONS (20)

(Technicolor)

5001	(Jan.)	Comic Book Land	G	7m. 2779	
5002	(Feb.)	The Talking Moggies In The Fox Hunt	F	7m. 2784	
5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m. 2785	
5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m. 2806	
5005	(Apr.)	Aesops Fable Foiling The Fox	F	7m. 2839	
5006	(Apr.)	Dinky In The Beauty Shop	F	7m. 2839	
5007	(May)	The Talking Moggies In A Merry Chase	F	7m. 2839	
5008	(May)	Dream Walking	G	7m. 2850	
5009	(June)	Mighty Mouse In Low And Order	F	6 1/2m. 2915	
5010	(July)	The Red Headed Monkey	F	7m. 2883	
5011	(July)	Dingbat In All This And Rabblt Stew	F	7m. 2883	
5012	(Aug.)	The Dog Show	F	7m. 2883	
5013	(Aug.)	The Talking Moggies In King Tut's Tomb	G	7m. 2839	
5014	(Sept.)	Little Roquefort In Cat Hoppy	F	7m. 2907	
5015	(Sept.)	If Cats Could Sing	F	6 1/2m. 2915	
5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m. 2932	
5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m. 2932	
5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m. 2965	
5019	(Dec.)	Dingbat In Sour Grapes	G	7m. 2965	
5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m. 2965	

(1950-51) (26)

5101	(Jan.)	The Talking Moggies In Rival Romeos	F	7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021	
5104	(Feb.)	Woodmon Spare That Tree	F	6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021	
5108	(Apr.)	The Talking Moggies In Bulldozing The Bull	F	6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051	
5110	(May)	Mighty Mouse In Goons From The Moon	G	7m. 3065	
5111	(May)	Little Roquefort in Musical Madness	F	7m. 3056	
5112	(June)	Half Pint in Elephant Mouse	G	7m. 3065	
5113	(June)	The Talking Moggies in The Rainmakers	G	7m. 3065	
5114	(June)	Mighty Mouse In Injun Trouble		7m.	
5115	(July)	Little Roquefort In Seasick Sailors		7m.	
5116	(July)	The Terry Bears In Tall Timber		7m.	
5117	(Aug.)	Aesops Fables: Golden Egg Goosie		7m.	
5118	(Aug.)	Mighty Mouse In A Swiss Miss		7m.	

(Reissues) (4)

5021	(Jan.)	Mississippi Swing	G	7m. 2784	
5022	(Feb.)	What Happens At Night	G	7m. 2785	
5023	(May)	Orphon Duck	G	7m. 2839	
5024	(June)	Just A Little Bull	F	7m. 2839	

(1951) (4)

5127	(Jan.)	Lucky Duck	G	7m. 3013	
5128	(Feb.)	The Bird Tower	G	7m. 3012	

5129	(Apr.)	Shipyard Symphony	E	6m. 3043	
5130	(May)	Temperamental Lion	F	7m. 3074	

THE MOVIES AND YOU

(All-Industry Shorts)

9701	(Nov. 1 '49)	The Art Director	E	8m. 2735	
9702	(Nov.)	The Screen Writer	E	9 1/2m. 2965	

United Artists

One Reel

(1950)

SONGS OF AMERICA (18)

(Aug. 19)	Melodic Spirituals	G	9m. 2793	
(July 22)	Treasured Bolloids Of Americo	G	10m. 2793	
(Sept. 9)	Visions And Voices	G	9m. 2793	
(Oct. 7)	Melodic Sketches	G	9m. 2785	
(Nov. 4)	Symphonic Shades	G	8m. 2785	
(Dec. 2)	Melodies Reborn	F	10m. 2785	
(Dec. 31)	Cherished Melodies	G	9 1/2m. 2814	
(Jan. 27)	Southern A Copello	G	8m. 2814	
(Mar. 17)	Memorable Gems	F	8 1/2m. 2820	
(Mar. 25)	The Tradition	G	8 1/2m. 2814	
(Apr. 14)	Tunes That Live	F	9m. 2820	
(May 12)	Glory Filled Spirituals	F	10m. 2820	
(June 9)	Highlights Of Long Ago	F	9m. 2889	
(July 14)	Long Remembrances	F	8m. 2889	
(Aug. 11)	Folklore	F	8m. 2889	
(Sept. 15)	The Moods	F	8 1/2m. 3021	

Universal-International

Two Reel

NAME BAND MUSICALS (13)

6301	(Nov. 8)	The Harmonicals and Miguelito Voldes Orchestra	F	15m. 2998	
6302	(Dec. 20)	Jerry Gray and the Bond of Today	G	15m. 2999	
6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet	G	15m. 3035	
6304	(Jan. 31)	Frankie Corle and His Orchestra	G	15m. 3028	
6305	(Feb. 28)	Ray Anthony And His Orchestra	F	15m. 3040	
6306	(Mar. 28)	Tex Williams' Western Varieties	G	15m. 3049	
6307	(May 2)	Frank De Vol and his Orchestra	E	15m. 3072	
6308	(May 23)	Eddie Peabody and Sonny Burke's Orchestra	G	15m. 3075	
6309	(June 13)	The Sportsmen and Ziggy Elman's Orchestra	G	15m. 3080	
6310	(June 27)	Teresa Brewer And The Firehouse Five Plus Two		15m.	

SPECIALS (2)

6201	(Nov. 8)	Fun At The Zoo	G	18m. 2932	
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One Reel

CARTOON MELODIES (8)

6381	(Nov. 20)	Brother John	F	9m. 2999
6382	(Jan. 22)	Peggy, Peg, and Polly....	F	8m. 2999
6383	(Mar. 19)	Lower The Boom	G	10m. 3028
6384	(May 7)	Bubbles Of Song	F	10m. 3074
6385	(May 28)	Readin', Writin' And 'Rithmatic		10m.

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
FEATURETTES (6)																	
7101	(Sept. 9)	Wagon Wheels West	F	20m.	2943	7502	(Sept. 2)	Grandad Of Races	G	10m.	2943			Loves Of Fronistan, The			
7102	(Nov. 18)	Barber Shop Ballads	E	19m.	2974	7503	(Oct. 21)	Paddle Your Own Canoe	G	10m.	2953			(Canton-Weiner)	G	7m.	3028
7103	(Jan. 27)	Ace Of Clubs	G	16m.	3028	7504	(Jan. 13)	Ski In The Sky	F	9m.	3005			Monsion Of The President			
7104	(Mar. 31)	Raaring Guns	E	19m.	3051	7505	(Feb. 24)	The Will To Win	F	10m.	3035			Of Fronce (Fides)	G	27m.	3081
7105	(May 26)	Hunting The Hord Way				7506	(Apr. 7)	Rocky Eden	G	10m.	3056			More About Me (Canton-Weiner)	G	7m.	2986
7106	(Aug. 4)	Law Of The Badlands				7507	(May 12)	Howaiion Sports	G	10m.	3705			Mauntain Of Fire (Ferriente Color) (Incom)	E	9m.	
One Reel																	
BLUE RIBBON HIT PARADES (13)																	
(Reissues)																	
(Technicolor)																	
7301	(Sept. 16)	Fogin's Freshmen	G	7m.	2932	THE MOVIES AND YOU											
7302	(Oct. 14)	Slightly Doffy	G	6m.	2939	(All Industry Shorts)											
7303	(Nov. 11)	The Aristo Cot	G	7m.	2959	(Mar.)	The Film Director	E		9m.	3051						
7304	(Dec. 9)	The Unbearable Bear	G	7m.	2975	VITAPHONE NOVELTIES (8)											
7305	(Jan. 6)	Duck Soup To Nuts	F	7m.	2985	7601	(Oct. 14)	Slop Hoppy	F	10m.	2953						
7306	(Feb. 3)	Flowers For Madame	F	7m.	3012	7602	(Nov. 25)	Those Who Dance	F	8 1/2m.	2965						
7307	(Mor. 3)	Life With Feathers	G	7m.	3028	7603	(Dec. 30)	Blaze Busters	G	10m.	3013						
7308	(Mar. 24)	Peck Up Your Troubles	G	7m.	3028	7604	(Jan. 20)	Animol Antics	F	9m.	3028						
7309	(Apr. 21)	Odor-Able Kitty	G	7m.	3056	7605	(Mor. 10)	Horse-Hide Heroes	G	10m.	3056						
7310	(May 19)	Book Revue	G	7m.	3064	7606	(Apr. 21)	Anything For Loughs	F	10m.	3065						
7311	(June 23)	Stogie Fright				7607	(June 23)	World Of Kids									
7312	(July 21)	Siaux Me				7608	(Aug. 11)	Disoster Fighters									
7313	(Sept. 1)	The Stupid Cupid				Miscellaneous											
BUGS BUNNY SPECIALS (8)																	
(Technicolor)																	
7719	(Dec. 16)	Robbit Of Seville	F	7m.	2985	An Island—Japan (United World)											
7720	(Jan. 6)	Hare We Go	G	7m.	3005												
7721	(Feb. 10)	Rabbit Every Monday	F	7m.	3021	Animal Theatre, The											
7722	(Mor. 10)	Bunny Hugged	F	7m.	3056	(Artkino)											
7723	(Apr. 14)	Fair-Hoired Hore	G	7m.	3056	Artek (Artkino)											
7724	(May 19)	Rabbit Fire	E	7m.	3080	As Old As The Hills (Brit. Inf. Serv.) (Technicolor)											
7725	(June 30)	French Rorebit				Beautiful Blue Donube											
7726	(Aug. 11)	His Hare Raising Tole				Waltz, The (Hoffberg)											
HIT PARADE OF GAY NINETIES (8)																	
7801	(Oct. 7)	When Grandpa Was A Boy	F	9m.	2959	Caucosion Reserves											
7802	(Dec. 16)	The Old Family Album	F	9m.	3013	(Artkino)											
7803	(Aug. 18)	The Naughty 20's				Ceiling Of The Sistine											
7804	(Feb. 10)	Childhood Days	G	10m.	3049	Challenge, The (American Jewish Committee)											
7805	(Apr. 28)	In Old New York	G	10m.		Chapel, The (Lux)											
JOE McDOAKES COMEDIES (6)																	
7401	(Sept. 23)	So You Wont A Raise	G	10m.	2953	Cheers For Chubby											
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m.	2975	(Metropolitan Life)											
7403	(Jan. 13)	So You Wont To Be A Hondyman	F	10m.	2999	City In Siege (Not. Film Boord of Canado)											
7404	(Apr. 14)	So You Wont To Be A Cowboy	G	10m.	3056	Composers In Cloy											
7405	(June 2)	So You Wont To Be A Poper Honger				(Conton-Weiner)											
7406	(July 28)	So You Want To Buy A Used Cor				Corol Wonderland (Austrolion News and Info. Bureou)											
MERRIE MELODIES (18)																	
(Technicolor)																	
7701	(Oct. 21)	Stooge For A Mouse	G	7m.	2959	Dangerous Woters (Technicolor) (Jom Hondy)											
7702	(Oct. 28)	Pap 'Im Pop!	F	7m.	2960	Earthquake In Equodor											
7703	(Nav. 25)	Cavemon Inki	G	7m.	2965	(UN)											
7704	(Dec. 2)	Dog Collored	F	7m.	2985	Feathered Fishes (Austrolian News and Info. Bureou)											
7705	(Dec. 30)	Two's A Crowd	G	7m.	3013	First Forty Doys, The											
7706	(Jan. 20)	A Fox In A Fix	F	9m.	3013	(U. S. Army)											
7707	(Feb. 3)	Canned Feud	G	7m.	3028	Flying Soucer Mystery, The											
7708	(Feb. 24)	Putty Tat Trouble	G	7m.	3021	(Telenews)											
7709	(Mar. 3)	Corn Plostered	G	7m.	3040	4 Songs By 4 Gentlemen											
7710	(Mor. 24)	Scent-imental Romeo	G	7m.	3040	(Not. Film Boord of Conado)											
7711	(Apr. 7)	A Bane For A Bone	F	7m.	3056	Gordens Of Old Englund											
7712	(Apr. 28)	A Hound For Trouble	G	7m.	3065	(Brit. Inf. Serv.)											
7713	(Moy 12)	Early To Bet	G	7m.	3074	Genius Of Turner, The											
7714	(June 2)	Room And Bird	G	7m.	3080	(Lux)											
7715	(June 16)	Chow Hound	G	7m.		Grandma Moses (AF Films)											
7716	(July 14)	Wearing Of The Grin				Hollywood Ten, The											
7717	(July 28)	Leghorn Swoggled				(Contemporary) (No Rotng)											
7718	(Aug. 25)	Cheese Chosers				Hunting With Bow And Arrow (Cornell)											
SPORTS PARADE (10)																	
(Technicolor)																	
7501	(Dec. 9)	Wild Water Chompions	G	15m.	2975	Irish Melody (Bell)											
						Killers Of The Deep (Astor)											
						Lincoln's Gettysburg Address (AFE)											

'I can make you a Champion!'



'We can use a Champion.'

The things she had to do...
the lies she had to tell
... the love-affair
she had to hide...
these were the price of fame
in the Big-Time sports Racket!

THE FILMMAKERS *present*

HARD, FAST *and* BEAUTIFUL!

NAT'L ADS
IN THE BIG
WEEKLIES:
Life • Look
Sat. Eve. Post
Collier's

AN IDA LUPINO PRODUCTION STARRING
CLAIRE TREVOR • SALLY FORREST

Directed by IDA LUPINO Produced by COLLIER YOUNG Screenplay by MARTHA WILKERSON

EXHIBITOR



**THERE'S NEVER BEEN
ANYTHING LIKE**

THE FROGMEN



**the TOP secret story of
Uncle Sam's Underwater Commandos!**

Page 46 Number 5
Two Sections: Section One

JUNE 6, 1951

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring EXTRA PROFITS

*There's No Business Like **20** Business!*
CENTURY-FOX

IT'S THE 'GONE WITH THE WIND' OF MUSICALS!

The M.G.M

SHOW BOAT

NEW AND TECHNICOLOR TOO!

ALL-TIME PREVIEW HIGH!

They tore down the house! They cheered! They loved it! The first Preview in the East made history at Loew's 72nd Street Theatre, N.Y. The report from Film Research Surveys is thrilling: "New high in audience recommendation for musicals, topping even 'The Great Caruso'." This makes it unanimous. In Hollywood the Preview got "the highest audience reaction" in M-G-M's Coast history!

— ★ —

TRADE SHOWS IN THEATRES!

It is fitting that M-G-M's mighty attraction which has already been hailed as "The 'Gone With The Wind' of Musicals" should be trade-shown in theatres. Invitations have been mailed. If yours has not arrived, come anyway. As in the case of "King Solomon's Mines" we feel that only a theatre screening can truly convey the size and importance of "Show Boat." DON'T MISS THE BOAT!

— ★ —

M-G-M presents "SHOW BOAT" starring KATHRYN GRAYSON • AVA GARDNER • HOWARD KEEL • with JOE E. BROWN • MARGE and GOWER CHAMPION • Robert Sterling • Agnes Moorehead • William Warfield • Color by TECHNICOLOR • From the Immortal Musical Play "Show Boat" by Jerome Kern and Oscar Hammerstein, II • Based on Edna Ferber's Novel • Screen Play by John Lee Mahin • Directed by George Sidney • Produced by Arthur Freed

**TRADE
SHOW
IN THEATRE**



ALBANY—6/11—8:30 P
Grand Theatre
11 Clinton Avenue

ATLANTA—6/18—8:30 P
Loew's Grand Theatr
157 Peachtree Street

BOSTON—6/11—8:30 P
Loew's State Theatr
205 Massachusetts Ave

BUFFALO—6/18—8:30 P
Shea's Buffalo Theatr
646 Main Street

CHARLOTTE—6/11—8:30
Center Theatre
1427 East Morehead St

CHICAGO—6/14—8:30 P
Monroe Theatre
57 Monroe Street

CINCINNATI—6/12—8:30
Monte Vista Theatr
6220 Montgomery Ro

CLEVELAND—6/11—8:30
Loew's State Theatr
1515 Euclid Avenue

DALLAS—6/11—10 A.M.
Melba Theatre
1913 Elm Street

DENVER—6/11—8 P.M.
Lakewood Theatre
8000 West Colfax Ave

DES MOINES—6/11—8:30 P
Uptown Theatre
4115 University

DETROIT—6/12—8:30 P
Globe Theatre
3520 Grand River Ave

INDIANAPOLIS—6/18—8:30 P
Loew's Theatre
35 N. Pennsylvania Str

KANSAS CITY—6/11—8:30 P
Loew's Midland Theatr
1228 Main Street

LOS ANGELES—6/11—8:45 P
Four Star Theatre
5112 Wilshire Blvd.

MEMPHIS—6/11—8:30 P
Loew's Palace Theatr
81 Union Avenue

MILWAUKEE—6/14—8:30 P
Tosa Theatre
6823 W. North Avenue

MINNEAPOLIS—6/12—8:15 P
Granada Theatre
3022 Hennepin Avenue S

NEW HAVEN—6/11—8:30 P
Loew's Poli Theatre
23 Church Street

NEW ORLEANS—6/11—8:30 P
Loew's State Theatre
1108 Canal Street

NEW YORK-N.J. (PREVIOUS
TRADE SHOW)
M-G-M Screen Room
630 Ninth Avenue

OKLAHOMA CITY—6/11—8 P
Home Theatre
210 Northwest 6th Stre

OMAHA—6/11—8:30 P.M.
Dundee Theatre
4952 Dodge Street

PHILADELPHIA—6/11—11 P
M-G-M Screen Room
1233 Summer Street

PITTSBURGH—6/11—8:30 P
Loew's Penn Theatre
Sixth Street and Penn Av

PORTLAND—6/12—8 P.M.
Laurelhurst Theatre
15 N. E. 28th Avenue

ST. LOUIS—6/18—8:30 P.M.
Loew's State Theatre
715 Washington Avenue

SALT LAKE CITY—6/11—8 P
Southeast Theatre
2121 South 11th East

SAN FRANCISCO—6/11—8:30 P
Loew's Warfield
982 Market Street

SEATTLE—6/11—8:30 P.M.
Greenlake Theatre
7107 Woodlawn

WASHINGTON—6/11—8:30 P
Loew's Palace
1306 F. Street N. W.





SINCE the NPA has denied the application for a drive-in in Truth-or-Consequence, N. M., this is probably the first case of telling the truth, and having to pay the consequence.

★

EXHIBITORS playing a film called "The Rats Of Tobruk" will undoubtedly use "Mickey Mouse" and "Mighty Mouse" shorts to fill out the program.

★

TAKING their theme from the way film titles have been going, two subjects at a forthcoming exhibitor meeting are announced as "The United Artists Story" and "The COMPO Story."

★

ALTHOUGH exhibitor meetings still register protests against distributor high prices, as yet none has passed resolutions rapping the general public for not going to the theatres in greater numbers.

★

A SAVING in letters has already resulted from the merger of UPT and ABC into AB-PT.

★

WITH THEATRE TV eventually intending to get exclusives on big television events, and with Phonevision and Skiatron out for extra payments from home set owners, one of these days the layman is going to ask, "What is there going to be left free for me to see when I buy a television set?"

★

EXHIBITORS who have been complaining about waste in production will be interested in learning that recently shooting of a film was completed, but when it was assembled it was discovered that it was too short, so it had to be returned to the stages for more shooting.

—H. M. M.

I N D E X

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JUNE 6, 1951

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THE COVER PHOTO

At the recent UA national sales convention at the Blackstone Hotel, Chicago, James Velde, west coast division manager, is glimpsed at the meeting with UA President Arthur Krim, at left.

EXHIBITOR

VOL. 46, No. 5



JUNE 6, 1951

Out-Gimmicking The Gimmick

*Happy is the man that findeth wisdom.
And the man that obtaineth understanding.
Proverbs, Chapter 3, Verse 13*

WHEN the historians get around to it, the exhibitor who first instituted the Hollywood preview idea in theatre operation will receive due recognition.

HOWEVER, we doubt very much whether the man who thought of this business-builder ever believed that it would be stretched to current proportions.

THE HOLLYWOOD PREVIEW idea, generally to boost business on the last day of the run, meant that at the last performance patrons would be able to see the old show plus the feature starting on the next day. This was not looked upon as a double feature as it was generally admitted that this not only helped the gross but assisted in word-of-mouth advertising.

UNFORTUNATELY, however, within the business there are people who figure they can always improve on matters so the "come as early as 5 p. m., and see the new feature" plan started, which meant two showings of the new film. Not to be outdone, some theatres then pushed the time back until noon of the same day so that the new picture dominated the screen as much as the old.

AND WITH THIS came the problem as to how the distributors, if the films were from different companies, should be taken care of.

ANOTHER INNOVATION stemming from the same idea was to show a film starting two weeks or more before the actual playdate. In one case, this idea backfired, for the patrons didn't take to the new show, and the word-of-mouth was so bad the picture didn't even get a fair opening day when it opened two weeks later.

THE POINT we are trying to make is that someone is always trying to out-gimmick the gimmick. Things are tough but they are going to get a lot tougher unless we keep our sanity on everything, let alone the Hollywood preview plan.

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NOW
LOOK

AT THE

MORE
BETTER,  BIGGER
PICTURES

PARAMOUNT
DELIVERS IN
AUGUST

DATE	TITLE	CAST
JULY	PINE and THOMAS' Passage West COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S Ace In The Hole National star tour under way! Paramount preselling now at peak!	KIRK DOUGLAS JAN STERLING JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
AUGUST	HAL WALLIS' Peking Express	DEAN MARTIN JERRY LEWIS
	HAL WALLIS' That's My Boy	EDMOND O'BRIEN FORREST TUCKER DEAN JAGGER HARRY CAREY, Jr.
	NAT HOLT'S Warpath COLOR BY TECHNICOLOR	BING CROSBY FRANCHOT TONE JANE WYMAN ALEXIS SMITH
SEPTEMBER	FRANK CAPRA'S Here Comes The Groom	MONTGOMERY CLIFT SHELLEY WINTERS ELIZABETH TAYLOR
	GEORGE STEVENS' A Place In The Sun	RAY MILLAND JAN STERLING
	PERLBERG AND SEATON'S Rhubarb	JOHN PAYNE FORREST TUCKER RHONDA FLEMING
OCTOBER	PINE and THOMAS' Crosswinds COLOR BY TECHNICOLOR	RAY MILLAND JOAN FONTAINE TERESA WRIGHT
	GEORGE STEVENS' Something To Live For	A new and startling interplanetary adventure
	When Worlds Collide COLOR BY TECHNICOLOR	WILLIAM HOLDEN WILLIAM BENOIX NANCY O'JULIAN
NOVEMBER	Submarine Command	JOAN FONTAINE MONA FREEMAN
	Darling, How Could You!	RONALD REAGAN RHONDA
	PINE and THOMAS' Hong Kong COLOR BY TECHNICOLOR	BOB HOPE HEOY
DECEMBER	??? Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	



Adventure in the events
preceding Custer's
Last Stand!

EDMOND O'BRIEN · DEAN JAGGER
FORREST TUCKER · HARRY CAREY, Jr.
in
WARPATH

Color by **TECHNICOLOR**

with
POLLY BERGEN · JAMES MILLICAN · WALLACE FORD

DIRECTED BY BYRON HASKIN

Story and Screenplay by Frank Gruber · Produced by Nat Holt

It's the 6-months
velocity-quantity
product with the
boxoffice lift!

DEAN
MARTIN and JERRY
LEWIS

in HAL WALLIS' PRODUCTION

THAT'S MY BOY

and co-starring
RUTH

HUSSEY

MARION

MARSHALL

POLLY

BERGEN

with HUGH SANDERS

JOHN MCINTIRE • TOM HARMON

And introducing EDDIE

MAYEHOFF

Directed by HAL WALKER

Associate Producer,

Story and Screenplay

— CY HOWARD

Top boxoffice revenue
with today's top
comedians!



Big business with blaz-
ing action in today's
hot-spot, China!

北平快車

**PEKING
EXPRESS**

HAL WALLIS'

PRODUCTION STARRING

**JOSEPH CORINNE EDMUND
COTTEN • CALVET • GWENN**

with
MARVIN MILLER • WILLIAM DIETERLE
Screenplay by JOHN MEREDYTH LUCAS • Adaptation by
JULES FURTHMAN • From a Story by HARRY HERVEY

Directed by

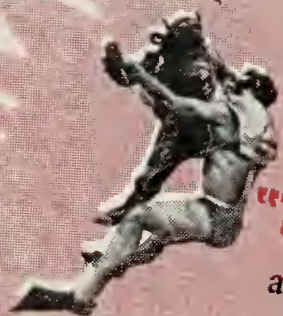
S.R.O. ON THE RIVIERA!

SMASH
Roxy opening
for Danny Kaye's
"ON THE RIVIERA"
"Best Musical since
1949!" —Time Magazine



FLASH!

Same mob scene at Radio City, Minneapolis as Loretta Young, the gorgeous sleepwalker wakes up Joseph Cotten in "HALF ANGEL"!



Ocean-Rolling U.S. Navy send-off for "THE FROGMEN" at Norfolk, Va. All yours in July!



Nationwide barrage for "TAKE CARE OF MY LITTLE GIRL" in McCalls, Look, "17", Coronet!

You Bet It's **T.N.T.** TWENTIETH CENTURY-FOX!

And the grosses are booming on "RAWHIDE" "WHOLESALE". "HIGHEST MOUNTAIN". "PARADISE" **LET'S GO!**



There's No Business Like **20** CENTURY-FOX Business!



JAMES VELDE, UA WEST COAST DISTRICT MANAGER, REGISTERS AT THE BLACKSTONE HOTEL, CHICAGO, FOR THE UA NATIONAL SALES CONVENTION.

UA Gets Down To Business

As Did Other Sales Executives, James Velde Had A Complete Schedule



On the first day of the convention, Velde meets UA executive Matthew Fox while distribution vice-president William Heineman, left, looks on.

WITH the convention season in full swing, the recent UA national sales meeting at the Blackstone Hotel, Chicago, saw a gathering of producers, sales and distribution representatives, district and branch managers, and promotion chiefs gathered to chart the UA course in coming months.

At the meeting, a typical delegate was James Velde, west coast district manager.

With about 100 others, Velde attended three days of business sessions, relaxed intermittently at various social get-togethers, and came away with a clearly defined "Blueprint of Tomorrow," keynote of the conclave.

With fellow delegates, Velde heard President Arthur Krim announce that the company stands on the threshold of "phase two" of its plan to release a maximum of 24 selected independent productions from 1952 on, and received from William Heineman, vice-president in charge of distri-

bution, a behind-the-scenes picture of overall sales plans and policies, in addition to an outline of perfected methods of stepping up billings and collections. Full details of the company's point-of-sales plans and pre-selling policies were described to the group by Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation.

After Velde and his colleagues were briefed on how their individual efforts would be coordinated in the overall program, they learned something of the product they would have at their disposal in a sales analysis of forthcoming films.

Like a typical delegate to any sales convention, Velde took full advantage of the opportunities to relax, to discuss mutual problems with company executives and men from his own and other areas, as he is seen on this page and the next, and better learned how he fits into his company's plans for the future.



Velde chats with C. Trowbridge, Salt Lake City branch manager, as he unpacks in his hotel room, and gets ready for the company's sales meeting.



Time out for luncheon finds Velde with Clarence Olson, manager of the UA exchange in Denver. Even between sessions, shop talk was plentiful.



Velde meets John Hughes, center, assistant to Milton E. Cohen, western-southern sales manager. At right is R. Carnegie, Los Angeles branch head.



Delegate Velde busily takes notes on sales and promotion plans at the meeting's first session.



With executive Bernard Kranze, he reads some of the many congratulatory wires from exhibitors.



President Arthur Krim and executive Robert Benjamin discuss future plans with the coast man.



Velde talks over some knotty sales problems of his territory with west-southern manager Cohen.



At the second-day session, the west coast sales manager listens to a comment made by Carnegie.



Producers' representatives Seymour Poe and Myer Beck swap stories with Velde at a cocktail party.



He also meets branch heads Olson, Trowbridge, A. J. Sullivan, Seattle; R. Clark, San Francisco, and Carnegie before a business session begins.



During a morning recess, Velde, with Sullivan, Carnegie, and F. J. Lee, St. Louis, look over a display of congratulatory wires to Heineman.



As the meet ends, Velde poses with his associates in the west-south division, J. J. O'Loughlin, midwest; Cohen, and William Keith, south.

Mel Konecoff's NEW YORK

U. S. NAVAL AMPHIBIOUS BASE, LITTLE CREEK, VA.: When we arrived at the Norfolk, Va., airport, the weather was pretty miserable, and it got no better fast. Hustled to the Hotel Nansemond and into old clothes and shoes (they never fade away, they just hang), we were driven here before we could change our mind. At Beach 7, we were issued helmets, wished good luck, and met Commander Raymond A. Hundevadt, who briefed us, after which we were installed atop a sand dune, surrounded by blasts of explosives on one side and a cold, biting wind on the other.



KONECOFF

Someone at this point will want to know what we were doing here. Well, generally, we were here along with more than a score of newspaper, magazine writers, radio and television representatives and trade press reporters to cover the world premiere of 20th Century-Fox's "The Frogmen." Specifically, we were shivering atop this pile of damp sand to watch frogmen trainees proceed through sand, scrub, and water as they were harrassed with chunks of TNT of varying weight and size. If these volunteers passed through the day's proceedings they got the chance to enroll in the training course which turns out squads of frogmen known as underwater demolition teams.

After an impressive session by the trainees, spattered with mud, and stiffened by cold, we were transported to the officer's club for thawing and regeneration, and to be officially welcomed by Vice-Admiral R. P. Briscoe. After a reasonable interval, we went back into the bus and helmet to watch the trainees go through another phase of "So Solly Day" (named in honor of those who fail). This time, they had to wade across a shallow lake while more explosives were set off here, there, and everywhere in the vicinity. It was at this point that the press had its first casualty as a State Department photographer, tripped, fell, and sprained an ankle.

The other hardy souls were determined, and carried on, braving more explosives in different parts of the base until everyone was convinced that becoming a frogman is a pretty exhausting operation, especially to the would-be UDT members. Back at the hotel, our schedule called for swimming, and we took a dip in a hot tub. Next came a cocktail reception at the officer's club and a buffet dinner, after which we were off to witness the film at the base theatre.

The film is a real thriller, with all the concentration being on action, suspense, and fast pace. There is not a single gal in the whole picture. Even the sailors, who know their navy, were enthralled by the proceedings, which should thrill millions. This film will probably start a new trend among youngsters in that they will want to be frogmen instead of cowboys, pilots,

Wright Sees Arbitration Of Anti-Trust Claims

WASHINGTON—Robert L. Wright, former special assistant to the Attorney General, revealed last week in an article prepared for publication in the Arbitration Journal, published by the American Arbitration System, that he believes that anti-trust claims of the motion picture industry can be arbitrated.

Wright believes that perhaps the most effective use of arbitration would be to provide a fair and expeditious disposition of damage claims from past trust law violations by distributors and circuits. He also suggested "ceilings on damages," saying it would be necessary to empower the arbitrator to award punitive damages where a flagrant violation is found. He sees advantages for both distributors and exhibitors. He proposed "a figure treble the amount of the actual damages might well be used as a ceiling instead of as a mandatory award." Wright said he believes that litigation would be simplified by an arbitration system.

and movie reviewers. Following the film punch, coffee and cookies were in order on the stage of the theatre before we were piped into bed.

The next day, up early, but not too bright, we headed back to Beach 7 where we perched a battle helmet atop our head while the rest perched atop another sand dune facing the Atlantic. This time, two sets of graduated frogmen, one attired in rubber suits and the other in trunks (swimming), showed us how they scouted a landing sight, and blew up underwater and beach obstacles, etc. Later, we were put aboard landing crafts for more demonstrations out on the ocean after which we got a chance to do some swimming as the weather took a turn for the better. Dinner and a fast trip to the airport completed the day, and pretty soon we were back home, tired but definitely wiser in the ways of the navy, which went all out, and was indeed hospitable, and of frogmen in particular.

The 20th Century-Fox publicity crew under the direction of Dave Golding is to be congratulated for a job well done. Among those present were Golding, Stirling Silliphant, Meyer Hutner, and Ira Tulipan. Navy public relations also should come in for its share of praise. It did a fine job.

CONFIDENCE, PRODUCT, AND PLANS: Well, it looks as though 20th Century-Fox is really aiming high for the future, backing this not only with product but with money and hard work. Last week, Al Lichtman, director of distribution for the company, hosted a luncheon for the purpose of introducing several new appointees, Ed Aaron, newly-appointed western general sales manager, and Arthur Silverstone, eastern general sales manager, in addition to making several announcements of import.

Lichtman wanted exhibitors to know that the best pictures that the company ever made are ready for release in the immediate future to particularly stimulate biz in the summer months. He still feels

(Continued on page 20)

"Fabiola" Strong In Broadway Opening

NEW YORK—With the exception of Radio City Music Hall, the Roxy, and the Victoria, business in the Broadway first-runs were in the doldrums last weekend.

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ON THE RIVIERA" (20th-Fox). Roxy, with stage show, garnered \$72,000 from Wednesday through Sunday, with the second week sure to top \$90,000.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, tallied \$85,000 from Thursday through Sunday, with the fourth week heading toward \$135,000.

"FABIOLA" (UA). Victoria opened to a \$35,000 first week.

"INSIDE THE WALLS OF FOLSOM PRISON" (WB). Globe claimed \$8,500 for the second week.

"SEALED CARGO" (RKO). Paramount, with stage show, did \$45,000 on the second week.

"GO FOR BROKE" (MGM). Capitol, with stage show, expected the second week to tally \$40,000.

"THE THING" (RKO). Criterion reported \$11,000 for the fifth week.

"VALENTINO" (Col.). Astor anticipated the seventh week at \$10,000.

"SMUGGLER'S ISLAND" (U-I). Rivoli anticipated the second and last week at \$9,000.

Two AAA Cases Decided

NEW YORK—The last decisions of the Motion Picture Appeal Board under the consent decree were closed out last fortnight with disposition of the cases of the Rivoli, Hartford, Conn., and Monseigneur Enterprises, Inc., Forum, Metuchen, N. J.

In the Hartford case, the complainant filed in the New Haven tribunal in March, 1947, but it did not come up for hearing until December, 1949. The arbitrator denied the complaint and any change in clearance. The decision was made in June, 1950, and an appeal was taken by the Rivoli. The Appeal Board affirms the award of the arbitrator with the exception "that the Colonial shall be deemed to have waived its priority rights and clearance over the Rivoli on all pictures which the Colonial fails, within 30 days after their last play date at the first-run theatres in Hartford, to buy and book for playing on a specific date. As to such pictures, no clearance shall be granted to the Colonial over the Rivoli, but they shall become available to the Rivoli 30 days after first-run." The defendants were Warners, RKO, 20th-Fox, Loew's, and Paramount.

In the Metuchen case, the operator of the Forum filed in November, 1945, asking for the elimination of one-day clearance which existed in favor of the Strand, Plainfield, N. J. Hearings were held in the fall of 1950. The arbitrator dismissed the complaint. The Appeal Board affirms his decision. The defendants were Paramount, 20th-Fox, Warners, Loew's, Inc., and RKO.

This Was The Week When . . .

Rudy Lee, in UA's "Queen For A Day," was selected "Child Of The Year" in conjunction with "Children's Day" on June 9. . . . Arthur L. Mayer, COMPO executive vice-president, wrote a story for the June issue of Harper's magazine discrediting those who "pay lip service to the movies but don't pay admission." . . . MGM announced a total of 42 shorts beginning on Sept. 1, including 16 cartoons, six "Gold Medal Reprint Cartoons", 10 "Pete Smith Specialties", and eight "Fitzpatrick Travel-talks", in addition to two two-reel specials and 104 issues of the Metrotone news.

The National Father's Day Committee presented Samuel Goldwyn with a special citation as an outstanding American father. . . . Dick Pitts, editorial director, COMPO, was a guest speaker at the annual meeting of the Canadian Picture Pioneers in Toronto. . . . UA revealed that it had prepared special advertising packages for exhibitors who operate on limited advertising budgets, beginning with "The Prowler." . . . UA announced a contest in connection with "Fabiola," with the winners getting trips to Rome. . . . U-I's "Hollywood Story" had its world premiere in Chicago, with stars and producer Leonard Goldstein on hand. . . . Paramount stars John Payne, Dennis O'Keefe, and Arleen Whelan began a 33-city personal appearance tour for "Passage West."

RKO announced 13 releases in a new series, "RKO Pathe Two-Reel Specials," to be included in the 1951-52 season. . . . Jose Ferrer's "Oscar" award for "Cyrano De Bergerac" was set for a tour of the country in various cities.

"The Mail Box" Makes Bow

NEW YORK—In a move designed to augment community support for outstanding films, The Green Sheet, the National Preview Committee's bi-monthly publication containing Joint Estimates of Current Motion Pictures, will inaugurate a new department to be known as "The Mail Box," it was revealed last week.

"The Mail Box," to appear in every other issue of The Green Sheet, will in effect serve as a clearing house for the exchange of ideas for promoting patronage of the better movies at the local level through exhibitor-community cooperation. Marjorie G. Dawson, MPAA's Associate Director of Community Relations, stated that The Green Sheet would welcome from exhibitors specific instances where townspeople have worked hand in hand with the theatre to build attendance. A similar request will be made to the more than 20,000 schools, colleges, libraries, churches, and club groups that now receive the publication.

Sigmund Porter Wins

LOS ANGELES—Sigmund Porter, 16, son of Bill Porter, Monogram-Allied Artists western sales field representative, last week emerged winner from a field of 326 competitors in scholarship examinations conducted by the American Chemical Society.

Drive-In Sections Issued By Mono.-AA

HOLLYWOOD—John C. Flinn, director of advertising and publicity, Allied Artists and Monogram, last week issued the first special exploitation sections for drive-ins in connection with the regular press books.

The sections, covering special campaign ideas and use of the concessions department, are designed to give the open-airers new slants on merchandising, with an eye toward the auto trade.

Fairbanks, Levy Effect TV Merger

HOLLYWOOD—The merger of Jerry Fairbanks Productions with Official Films was announced last week with the result a \$5,000,000 capitalized corporation to produce films exclusively for television. Involved will be an exchange of stock between the existing companies. Fairbanks will be set up as the production unit and Official is the distributing agency, and Fairbanks will supervise all production activity.

Robert Lawrence, who has headed Fairbanks' eastern production facilities, will continue to be in charge of the New York studios.

Principals were Isaac D. Levy, Official board chairman, and Aaron Katz, Fairbanks' president. Levy will continue as chairman of the new organization, having tendered his resignation as a CBS board member. Katz will be president.

Other major officers are William Goodheart, one of the organizers of Music Corporation of America, sales manager; Leon Levy, CBS stockholder, serving on the new board of directors; Mannie Sacks, RCA vice-president, and Henry Jaffee, New York attorney.

DuMont Net Down

NEW YORK—Dr. Allen DuMont, president, Allen B. DuMont Laboratories, announced last week that profit for the 12 weeks ended on March 25 was \$1,022,000, equal to 42 cents per common share, compared with \$1,967,000, or 92 cents per share, in the same period of last year. Profit was off 48 per cent in the period, while sales advanced 25 per cent from \$15,113,000 in the 1950 quarter to \$18,851,000 in the recent 12 weeks.

DuMont's annual meeting of stockholders has been called for June 29. Directors up for reelection include Dr. DuMont, Leonard F. Cramer, Bruce T. DuMont, Thomas T. Goldsmith, Jr., and David Van Alstyne, Jr. According to a proxy statement, Dr. DuMont last year received a salary of \$51,400 and a \$312,839 share in the company's profits.

Monogram Shows Profit

HOLLYWOOD—A profit of \$258,118 for the 39-week period ended on March 31, 1951, was earned by Monogram Pictures Corporation, and its subsidiaries, including Allied Artists Productions, S. Broidy, president, announced last week.

The gross income, he said, after eliminating inter-company transactions, amounted to \$6,351,882. Because of the prior year's losses, no reserve for federal income taxes was included in the profit figures.

NPA Reveals Factors For Theatre Appeals

WASHINGTON—The National Production Authority last fortnight announced factors on which appeals for theatre construction will be considered, loss of existing facilities by fire, flood, act of God, act of war, condemnation, or seizure.

Another factor is that tenancy was given up in some other theatre prior to Oct. 27 in anticipation of the construction of a new theatre. In such cases, the exhibitor must prove other suitable rental facilities are not available, and that efforts to renew the lease on the old theatre have been unsuccessful. Exorbitant rentals tantamount to eviction must be supported by evidence. Another factor is "non-recoverable financial loss" as a result of firm commitments or contracts made prior to Oct. 27. Such loss could result from site preparation, purchase of land where resale would result in substantial loss, execution of contracts not cancellable without monetary loss, or the storage of or delivery to the site of a substantial quantity of material fabricated especially for the project prior to Oct. 27, and not saleable without loss.

O'Brien, Weitman Named

NEW YORK—Robert H. O'Brien and Robert M. Weitman last fortnight were appointed administrative officers of the newly-formed American Broadcasting-Paramount Theatres organization, subject to stockholders' approval. O'Brien was named executive vice-president of the radio-television division, and Weitman was appointed vice-president in charge of program and talent development. The new radio-television division will be headed by Robert E. Kinter, who will keep his title of president, ABC.

The entire American Broadcasting Company-Paramount Theatres merger as well as the appointments will be considered at the UPT board of directors' meeting today (June 6), and a stockholders' meeting will further explore those matters, probably in late July.

Hardie Meakin Mourned

WASHINGTON—Funeral services for Hardie Meakin, veteran RKO Theatres' showman, were held at Arlington Cemetery last week. A delegation from RKO Theatres' home office headed by Sol A. Schwartz, president, and including William Howard, vice-president; Tom O'Connor, treasurer; Major L. E. Thompson, in charge of labor relations, and Harry Mandel, national advertising director, attended to pay their last respects to Meakin, who was for many years RKO Theatres' division manager and local representative.

Ill. Bill Regulates Football TV

SPRINGFIELD, ILL.—A bill passed by the Illinois House of Representatives, and sent to the State Senate last fortnight would prevent the University of Illinois from selling football television rights to theatres unless the games also were offered to the public as a whole.

Sullivan Renews Protests

WASHINGTON—Gael Sullivan, executive director, Theatre Owners of America, renewed his protests to National Production Authorities last fortnight against illegal theatre building now going on, especially of drive-ins.

An aerial, black and white photograph of the Warner Bros. studio lot. In the foreground, the Egyptian Temple of Horus is visible, featuring several large columns. The rest of the image shows a vast studio lot filled with numerous large, rectangular studio buildings arranged in rows. The text "LOOK FORWARD" is superimposed in large, red, 3D block letters at the top of the image.

LOOK FORWARD

GO FORWARD

WITH

WARNER

BROS.

EVERY EXHIBITOR IS INVITED

WARNER BROS.' LOOK FORWARD

THESE ARE THE ATTRACTIONS THEY'LL SEE - COMPLETE
EXAMPLES OF THE IMPORTANCE OF THE WAR

★ TO BE SHOWN JUNE 12TH 10:30 A.M. ★ TO BE SHOWN JUNE 12TH 1:00 P.M. ★



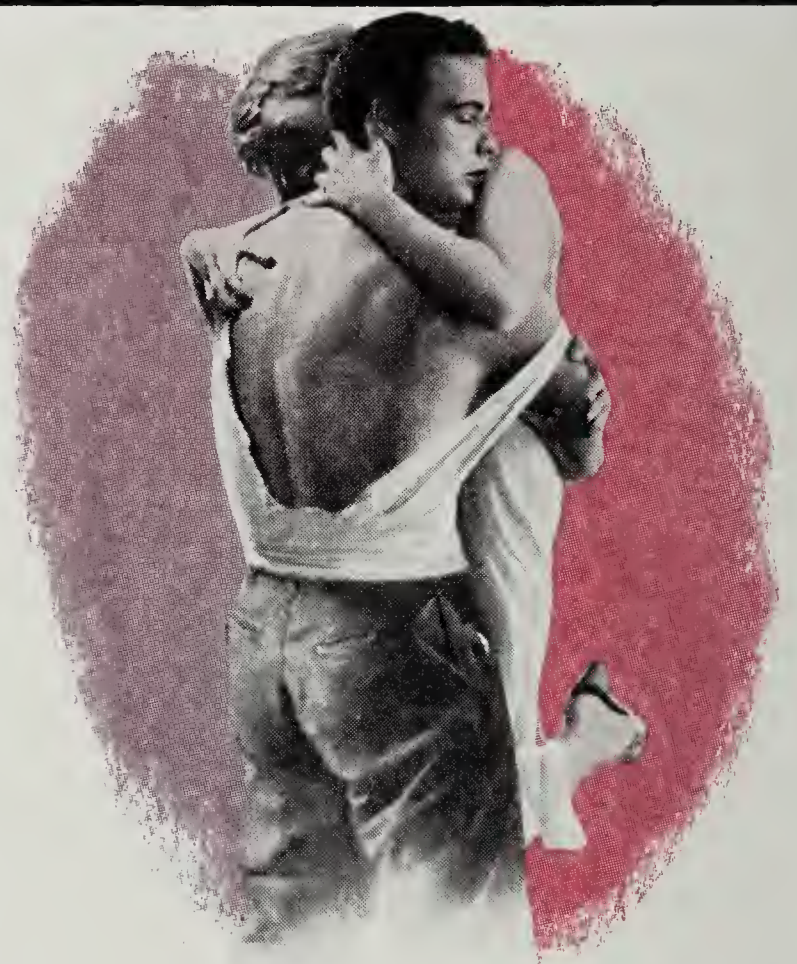
Jim Thorpe
--ALL AMERICAN

STARRING
BURT LANCASTER

AND CHARLES STEVE COCHRAN
BICKFORD PHYLLIS THAXTER

DIRECTED BY PRODUCED BY
MICHAEL CURTIZ • EVERETT FREEMAN

Screen Play by Douglas Morrow and Everett Freeman • Jim Thorpe, Technical Advisor
Music by Max Steiner



THE PULITZER PRIZE AND CRITICS AWARD PLAY
A Streetcar Named Desire

AN ELIA KAZAN PRODUCTION
STARRING VIVIEN MARLON
LEIGH • BRANDO

PRODUCED BY DIRECTED BY DISTRIBUTED BY
CHARLES K. FELDMAN • ELIA KAZAN • WARNER BROS.
Screen Play by TENNESSEE WILLIAMS

Based upon the Original Play "A Streetcar Named Desire," by TENNESSEE WILLIAMS • As Presented on the Stage by Irene Mayer Selznick

at these Th

ALBANY MADISON	CHARLOTTE DILWORTH	DALLAS MELBA	LOS ANGELES
ATLANTA RHODES	CHICAGO CARNEGIE	DENVER ESQUIRE	MEMPHIS
BOSTON ESQUIRE	CINCINNATI PARAMOUNT	DES MOINES VARSITY	MILWAUKEE
BUFFALO CENTER	CLEVELAND VOGUE	DETROIT ARC	MINNEAPOLIS
		INDIANAPOLIS FOUNTAIN SQ.	
		JACKSONVILLE ST. JOHNS	
		KANSAS CITY VOGUE	

AND THEY'LL SOON BE ON THE WAY TO

SHOWINGS NATION-WIDE JUNE 12-13*

READY FOR RELEASE! FOUR SEE-FOR-YOURSELF

PRODUCT TO EVERY SHOWMAN'S FUTURE!

TO BE SHOWN JUNE 13TH 10:30 A.M.

TO BE SHOWN JUNE 13TH 1:00 P.M.



ALFRED HITCHCOCK'S
**Strangers
on a Train**

STARRING
FARLEY GRANGER • RUTH ROMAN • ROBERT WALKER

WITH LEO G. CARROLL • Screen Play by Raymond Chandler and Czezi Ormonde



GREGORY PECK VIRGINIA MAYO

**Captain
Horatio
Hornblower**

COLOR BY *Technicolor*

DIRECTED BY **RAOUL WALSH** Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie
From the Novel by C. S. Forester

EVARD NEW HAVEN...ROGER SHERMAN PHILADELPHIA...ALDINE
ARNER NEW ORLEANS...FOX PITTSBURGH...WARNER
MBRA OKLA. CITY...WARNER PORTLAND...EGYPTIAN
NADA OMAHA...ADMIRAL ST. LOUIS...MISSOURI

SALT LAKE CITY...VILLA
SAN FRANCISCO...UNITED NATIONS
SEATTLE...VENETIAN
WASHINGTON, D. C....UPTOWN

*Except New York
MAY 31-JUNE 1
STRAND THEATRE

LOOK FORWARD



A Statement by

Jack L. Warner

Our 'Look Forward' Showings about to take place are an actual demonstration, on the screen, of a portion of the program now in progress at Warner Bros. Studio.

We have arranged these showings for the good of the exhibitor, his audience and his future. Every theatreman who attends will see for himself the quality of the motion pictures he is going to offer his community; and will be ready to present them to the public with the enthusiasm for which the American showman is famous.

Besides, I feel it is to the benefit of all in the industry to have four pictures of this quality on the market at the same time.

I know that every exhibitor at our 'Look Forward' Showings will go forward with complete new confidence in the strength of his product, his theatre and his industry.

GO FORWARD

THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

(KEY TO "THE LITTLE MEN" RATINGS: (JUNE 6, 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.

Good, although not breaking the walls down, but solid returns.

Just fair, nothing out of the ordinary, returns about average.

Disappointing, way below the average expected, decidedly off.

The Week's Newcomers

ALONG THE GREAT DIVIDE (88m.) (WB)	
APACHE DRUMS (75m.) (U-I)	
APPOINTMENT WITH DANGER (90m.) (Paramount)	
GO FOR BROKE (92m.) (MGM)	
GOODBYE MY FANCY (107m.) (WB)	
HALF ANGEL (77m.) (20th-Fox)	
M (88m.) (Columbia)	
NEW MEXICO (78m.) (UA)	
ON THE RIVIERA (90m.) (20th-Fox)	
QUEEN FOR A DAY (107m.) (UA)	
SMUGGLERS' ISLAND (75m.) (U-I)	
THE GREAT CARUSO (109m.) (MGM)	
THE HOUSE ON TELEGRAPH HILL (93m.) (20th-Fox)	
THE LAST OUTPOST (89m.) (Paramount)	
TOKYO FILE 212 (84m.) (RKO)	

Continuing

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN (82m.) (U-I)	
AIR CADET (94m.) (U-I)	

BULLFIGHTER AND THE LADY (89m.) (Republic)	
DOUBLE CROSSBONES (75½m.) (U-I)	
FATHER'S LITTLE DIVIDEND (81m.) (MGM)	
FIGHTING COAST GUARD (88m.) (Republic)	
FIVE (91m.) (Columbia)	
FOLLOW THE SUN (90m.) (20th-Fox)	
I WAS A COMMUNIST FOR THE F. B. I. (82m.) (WB)	
INSIDE STRAIGHT (87m.) (MGM)	
KON-TIKI (73m.) (RKO)	
MA AND PA KETTLE BACK ON THE FARM (81m.) (U-I)	
MY FORBIDDEN PAST (70m.) (RKO)	
ONLY THE VALIANT (105m.) (WB)	
RAWHIDE (86m.) (20th-Fox)	
THE BRAVE BULLS (108m.) (Columbia)	
THE FIRST LEGION (86m.) (UA)	
THE GROOM WORE SPURS (81m.) (U-I)	
THE LEMON DROP KID (91m.) (Paramount)	
THE SCARF (87m.) (UA)	
THE SWORD OF MONTE CRISTO (80m.) (20th-Fox)	
THE THING FROM ANOTHER WORLD (86m.) (RKO)	

PEOPLE

NEW YORK—Jack L. Warner, WB vice-president and executive producer, last week announced that Harry Mayer, in charge of talent at the company's home office, has been named head of the New York story and talent departments. Jacob Wilk will go to the Warner studios in Burbank, Cal., to assume his recently announced duties in the seeking of stories and new material for production.

DES MOINES—A. Don Allen will become director of advertising and publicity for Tri-States Theatres effective on June 15. Allen filled this post prior to his appointment as city manager in Sioux City, Ia., three years ago. Succeeding Allen as city manager in Sioux City will be Jimmie Redmond, who has held the post of director of advertising and publicity for two years.

NEW YORK—Ira D. Beck has been appointed manager for Warners in Colombia, where the company maintains offices in Bogota, Cali, and Barranquilla, according to an announcement last week by Wolfe Cohen, president, Warner Brothers International. Beck, who replaces Henry Ronge, resigned, will headquarter in Bogota. He previously represented MGM in Colombia and other Latin countries.

NEW YORK—Arthur Tourtellot, television director, "The March Of Time," last week announced the following appointments to his staff: David Ruley, technical director, and Isabel Kohn and Helen Brown, researchers.

20th-Fox Discusses Prints

NEW YORK—With the announcement last week of the 20th Century-Fox sales convention to be held in Los Angeles on June 12-15, special emphasis will be placed on the national print situation during the four-day meeting, it was reported. Division and branch managers have already been instructed to bring with them all data and requirements concerning prints in their territories. Several print plans will be introduced at the session, and full discussion will take place on their feasibility of operation in the country's varied distribution areas.

Basic objection of the round-table discussion on print problems will be to give increased service to the exhibitor and his playdates.

Because of the important line-up of 20th Century-Fox pictures scheduled for the summer months, the print situation will come early on the agenda in order to place newly devised plans in work as soon as possible.

WB Screenings Start

NEW YORK—WB held the first of its national trade screenings of four films here last week.

"Jim Thorpe—All American", "A Streetcar Named Desire", "Strangers On A Train", and "Captain Horatio Hornblower" were shown, with luncheons held on each of the two days of the showings.

Dollinger, Jacobs In Deal

NEW YORK—Irving Dollinger last week took over eight theatres from Don Jacobs, all in the New Jersey area. Dollinger, in addition to being secretary of National Allied, is buyer for Independent Theatre Service.

Details Revealed On 20th-Fox Divest.

WASHINGTON—It was revealed last week that the Department of Justice had consented to the entry of a judgment against 20th-Fox and National Theatres Corporation, its subsidiary.

As a result of this, 20th-Fox's exhibition division becomes separated from its production-distribution division, with National dropping about 100 theatres and sites. Some have already been divested.

The judgment will be presented for entry to the federal district court at New York on June 7.

In addition to the divestiture of theatres already referred to, National is required by the judgment to divest itself of theatres in about 50 localities, if by a certain time it does not have competition from independent theatres. In about 100 localities, National must either divest itself of a theatre or confine itself to 60 per cent of the product released by the eight major film distributors, if over a period of time independent operators are not afforded a reasonable opportunity to procure films. In about 15 other localities, National must dispose of theatres, if over a period of time National operates more than a designated number of theatres on special runs.

The consent judgment is contingent upon stockholders' approval. The company must obtain such stockholder approval within 90 days after the entry of the judgment. The two companies must thereafter be controlled and managed independently of each other, and each will be bound by the injunctive provisions contained in the District Court's judgment of Feb. 8.

Under the proposed judgment, Fox is prohibited from expanding its theatre ownership during the two-year period allowed for carrying out the divorce and divestiture provisions. Thereafter the new theatre company may acquire additional theatres only after court approval of each individual acquisition. The picture company cannot engage in the exhibition business, nor can the theatre company engage in the distribution business, without court approval.

Dissolution of Fox's joint interests in theatres owned with independent exhibitors had been required by orders previously entered in the District Court in New York. With a very few exceptions, such joint interests have already been dissolved.

"For the purpose of creating substantial motion picture theatre competition in the communities hereinafter listed," the government says "National Theatres Corporation shall dispose of all its interest in the following motion picture theatres within two years from the date hereof (except as otherwise provided herein) and each such disposition shall be to a party or parties not defendants or owned or controlled by or affiliated with defendants or their successors:

"Globe, Ariz., Alden, or Globe; Yuma, Ariz., Yuma or Lyric; purchaser to have choice, Anaheim, Cal., Fox or Anaheim (disposition to be made within three months); Bakersfield, Cal., Fox or California (disposition to be made within five years unless stated competitive situations develop in interim); Bell, Cal., Alcazar or Alpha; Bell Gardens, Cal., Towne; Berkeley, Cal., (divestiture subject to later examination and court determination); Bev-

TV Theatre Exclusives Still Football Possibility

PHILADELPHIA—At a meeting of the National Collegiate Athletic Association's television committee last fortnight, representatives of theatre TV, representatives of sponsors, and representatives of "pay-as-you-see" TV were advised that an agreement had been reached on the number of telecasts to be permitted on each college schedule. This calls for the televising of seven out of 10 games.

Theatre television proposals came from Fabian Theatres, represented at the meet, and United Paramount Theatres, represented by Robert H. O'Brien. Also present were Nat Halpern, TOA, and spokesmen for Phonevision and Skiatron.

The theatre interests will be free to negotiate on an individual basis with member colleges of the NCAA on the exclusive rights to put on large-screen telecasts of their games over a closed network of theatres that may take in as many as 150 houses. On the other hand, other interests have the right to deal with individual colleges for "home televising" and for "pay-as-you-see" televising.

erley Hills, Cal., National shall divest itself of the Wilshire or be subjected to a product limitation and other strictures; Brawley, Cal., divestiture of the Brawley and the Circle, unless stated competitive conditions are achieved.

"Also, Burlingame, Cal., National shall divest itself of an additional theatre either in Burlingame or in San Mateo if at any time during a period of five years, more than two National Theatres play first-run in Burlingame and San Mateo; National shall divest itself of an additional theatre either in Burlingame, or in San Mateo, if during the next five years there are not two independent theatres in the towns of Burlingame, San Mateo, and Millbrae, considered together, regularly playing first-run during the greatest part of the year.

"Also, Calexico, Cal., the Capitol shall, at the option of the National, be divested or be subject to a product limitation if during the next five years an independent operator having a theatre suitable for first-run operation is not afforded a reasonable opportunity to procure films for first-runs.

"Also, Compton, Cal., (same provisions as above); Culver City, Cal., (same provisions as above); El Centro, Cal., divestiture left to future determination by the antitrust division with four months' time allotted to carry out the decision to divest, if one is entered; Ford City, Cal., (same as Taft); Fresno, Cal., Wilson or Crest or Kinema or Tower, within three months.

"Glendale, Cal., Alex or Glendale; Hanford, Cal., Ford or Ritz; Hermosa Beach, Cal., same as Redondo; Huntington Park, Cal., California (subject to reservations); Inglewood, Cal., Academy or Fifth Avenue or Fox, subject to reservations; Lindsay, Cal., Lindsay (subject to stated conditions); Lodi, Cal., Lodi or State (same as above); Long Beach, Cal., Egyptian (same as above).

"Also, Los Angeles, Cal., Wilshire or Uptown or Carthay Circle or Belmont (subject to findings by the antitrust division); Loyola, subject to appeal to court

Francis Harmon Leaves MPAA Post

NEW YORK—The resignation of Francis S. Harmon as vice-president, Motion Picture Association of America, was accepted last weekend by the board. He had been ill for some time.

The board expressed its appreciation for his services during his many years with the body.

Two business building public relations projects, one which started with COMPO and the other with the Motion Picture Theatres of Greater New York public relations committee, were presented. Both will be acted upon at a later meeting.

For COMPO, Arthur L. Mayer asked support from the various companies for a National Theatre Jubilee in September or October. For the other idea, Fred Schwartz, Harry Brandt, Si Fabian, Sol A. Schwartz, Max A. Cohen, and Herman Becker outlined a Spring Motion Picture Exposition at Grand Central Palace. The lease time runs from March 29 to April 6.

The MPAA television committee filed a report, with the group told to go ahead in the FCC hearings on theatre TV, scheduled for Sept. 17.

Eric A. Johnston, president, on leave as Economic Stabilizer, was on hand in addition to the board members and MPAA executives.

WB Profit Drops

NEW YORK—Warners last week reported a \$3,827,000, after provision for federal taxes and \$400,000 for contingent liabilities, for the six months ended on Feb. 24. This is equal to 56 cents per share on 6,772,000 common shares outstanding.

Profit for the six months ended in February of last year, after provision of \$3,800,000 for federal income taxes and \$500,000 for contingent liabilities, was \$5,897,000, or equal to 80 cents per share on 7,295,000 shares then outstanding.

The company also reported that management purchased 225,300 shares of Warner common on the New York Stock Exchange at a cost of \$2,927,000 in the six months ended on Feb. 24 and that these shares, together with 297,000 shares held in treasury since Aug. 31, 1950, were retired as of Feb. 23. Since the end of the six months' period, company has purchased 87,300 additional shares of common at a cost of \$1,055,000, which shares are now held in the treasury.

Warner income for the six months was \$60,634,621.

The National Release Date Guide, Which Is Always Found On the Inside Back Cover Of This Publication, Is the Most Authentic Service Of Its Kind.

if competitive situation comes into dispute; Florence (subject to stated conditions); Gentry, same; Embassy, same; other theatres in the Los Angeles area subject to similar provisions, all running to the question whether present operation encourages competition—if not, divestiture within stated limits."

The judgment decrees that product limitation shall be general and rated to the needs of the immediate situation.

The indicated requirements above set out are general throughout the defendant's operations.

ALL ABOARD!

COLUMBIA'S

BLAZING ANOTHER

RED-HOT TRAIL

IN THE

SERIAL FIELD!

ROAR OF THE IRON HORSE

Rail-Blazer of the Apache Trail

It's the
call to
rip-roaring
railroad
adventure!

- **RIGHT DOWN THE MIDDLE**
with surefire serial action
and suspense!
- **OFF THE BEATEN TRACK**
in story and spectacle!
- **WAY OUT FRONT**
in pre-release demand!
- and **LOADED**
with power-house
exploitation potential!

with **JOCK O'MAHONEY**

as **Fighting Jim Grant**

Virginia Herrick • William Fawcett • Hal Landon

Written for the Screen by George H. Plympton, Sherman L. Lowe and Royal K. Cole

Produced by SAM KATZMAN

Directed by SPENCER BENNET and THOMAS CARR

A COLUMBIA SUPER-SERIAL

DESTINED FOR SUPER SERIAL GREATNESS!

U-I Reveals Stars, Personals Results

NEW YORK—In one of the most comprehensive and sustained promotional efforts to aid exhibitors in their own cities and towns, U-I sent 70 different stars, featured players and special personalities either singly or in groups to 117 different key and sub-key cities and towns during the 18 months between October, 1949, and April, 1951, to support 29 different pictures released during the period, David A. Lipton, vice-president in charge of advertising and publicity, disclosed last week.

Lipton's announcement came as the company launched a 16 key-city tour in Chicago for Piper Laurie and Tony Curtis, co-starred in "The Prince Who Was A Thief."

In addition to those tours and the one on behalf of "The Prince Who Was A Thief," since April, U-I has set tours for "Ma And Pa Kettle Back On The Farm", "The Fat Man", "Hollywood Story", and "Francis Goes To The Races."

Lipton disclosed that U-I will continue to support its forthcoming pictures with the same type of intensive promotion at the point of sale, in small towns as well as key cities. He disclosed that tours are being planned on behalf of "Cattle Drive", "Little Egypt", and "Iron Man", which will be released during the summer, in addition to "Francis Goes To The Races" and "The Prince Who Was A Thief."

New Color TV Set Developed

NEW YORK—It was announced last week by Chromatic Television Laboratories, in which Paramount Pictures has a 50 per cent interest, that it has a new television receiver which will automatically tune to either black and white or color transmission. Receivers will incorporate a 16- or 21-inch direct view tricolor Chromatron picture tube, also developed by Chromatic.

Schwalberg Drive Set

NEW YORK—Final preparations were completed last week for Paramount's "Salute To Al Schwalberg" sales drive, scheduled for the months of July and August, according to E. K. O'Shea, national chairman, "Salute" committee to be held as a personal tribute to Schwalberg.

Levin Leaves Executive Post With Confidential

NEW YORK—Jack H. Levin, founder, Confidential Reports, Inc., last fortnight announced his resignation as executive vice-president and general manager.

Levin was also founder of the Copyright Protection Bureau in 1927 and its general manager until 1945, when, at the request of the distributors, he founded Confidential Reports, Inc.

John J. O'Connor, chairman, board of directors, Confidential Reports, Inc., stated he regretted Levin's resignation.

Harold L. Groves, national field director, Confidential Reports, Inc., was appointed to succeed Levin. Groves will assume all duties and responsibilities of vice-president of Confidential Reports, Inc.



President Truman greets Nicholas M. Schenck, president, Loew's, at the recent dedication of the Carter Barron Amphitheatre at Rock Creek Park, Washington, D. C., as Orville Crouch, Loew's, and Carter Barron, Jr., look on.

Para. Buys ITC Interests

HOLLYWOOD—Paramount Pictures announced last week it has acquired interests in International Telemeter Corporation, and David Loew, its president, announced the company has been reorganized as a Delaware corporation. The firm formerly was known as Telemeter Corporation of America.

Paul Raibourn, vice-president, Paramount Pictures Corporation, was elected chairman of the board of the new firm, and other officers named were Carl Leserman, executive vice-president, and Eugene J. Zukor, secretary-treasurer.

Schafer In Tri-Dimension Deal

NEW YORK—George J. Schafer, industry executive and one of the heads of Natural Vision Corporation, said to have perfected a polarized light system of three-dimensional movies, last week said he was negotiating with a major studio to make its first film for commercial release. Natural Vision calls for two projection machines and polarized spectacles for the audience.

Frank Farley Dies

NEW YORK—Frank Farley, until recently chief production representative in Europe for Paramount Pictures and chairman and managing director, Paramount British Productions, Ltd., died here last week at the age of 61.



At the recent convention of the Allied Theatre Owners of Indiana at French Lick Springs, Ind., Margaret Sheridan, starred in RKO's "The Thing From Another World," was a dinner companion of Marc Wolf, left, Variety Clubs International Chief Barker and treasurer, Indiana Allied, and Trueman T. Rembusch, who heads Indiana Allied.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"As Young As You Feel"—Moderate program.

"The Guy Who Came Back"—Mild programmer.

RKO

"Hard, Fast, And Beautiful"—Okeh program.

PARAMOUNT

"Warpath"—Okeh outdoor melodrama.

MGM

"Excuse My Dust"—Will depend on the Skelton draw.

"Awards" Cancellation Upheld

WASHINGTON—The chief examiner for the U. S. Patent Office last fortnight sustained cancellation proceedings brought by the Academy of Motion Picture Arts and Sciences against Academy Award Products, Inc.

The latter firm had applied for, and had received, the right to use "Academy Award" as a trademark for 17 different types of product. The Academy did not discover this until much later, and then filed cancellation proceedings. A Patent Office examiner sustained the Academy, and Academy Award Products then appealed to the chief examiner. His decision upheld the examiner's action, declaring that the original registrations had been fraudulently obtained, and were, therefore, invalid. Academy Awards Products can still appeal to the courts.

Columbia Net Down

NEW YORK—Columbia last fortnight issued a comparative estimated consolidated earnings statement of the company for the 39 weeks ended on March 31, 1951 and the 39 weeks ended on April 1, 1950, showing, in 1951, the operating profit given at \$1,657,000, as compared with \$2,551,000 for 1950.

The estimated provision for federal taxes in 1951 is \$490,000 as compared to \$1,096,000 in 1950 with the net profit for the 39-week period this year \$967,000, compared with \$1,455,000 for 1950. Earnings per share of common stock are \$1.15 this year, compared with \$1.89 for 1950.

Pine, Thomas Ink New Pact

NEW YORK—The production team of William H. Pine and William C. Thomas last week signed a new contract with Paramount for a minimum of eight films to cost approximately \$10,000,000. The pact will take effect in 1952 at the expiration of their present Paramount contract, and will cover a two-year period.

Para.-Richards Asks Denial

WASHINGTON—Paramount-Richards Theatres last week urged the U. S. Supreme Court to deny Park-In Theatre's appeal for royalties under a patent licensing agreement on the Hollingshead drive-in patent, charging the questions involved "do not affect a substantial proportion of the entire drive-in industry," as Park-In Theatres claimed.

MISCELLANEOUS

IN ALL FIVE:

Utah: World's biggest TNT explosion. Washington: Iwo Jima heroes immortalized.

IN ADDITION TO THE ABOVE:

MOVIE TONE NEWS (Vol. 34, No. 43) Korea: Mass surrender of Reds. Memorial Day, 1951. St. Louis: Chimp circus. Germany: Auto thriller. USA: Kids' rodeo. Reno, Nev.: "The Gunfighter" hailed (only Los Angeles and San Francisco).

NEWS OF THE DAY (Vol. XXII, No. 277) Korea: Mass surrender of Reds. New York: Fourth Division off for Europe. Coulee Dam: Sheep make last crossing of famous dam. St. Louis: Chimp circus. Germany: Auto thriller. Orlando, Fla.: Small fry golf tourney.

PARAMOUNT NEWS (No. 80) England: Bob Hope and Marilyn Maxwell visit a boys' club near London. Lille, France: International textile exhibition. Washington: Labor leaders pledge support of United Cerebral Palsy drive. New York: Fourth Division off for Europe.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 459) New York: British film magnate J. Arthur Rank and wife arrive. Los Angeles: Prime Minister of Israel on coast. St. Louis: Chimp circus. Orlando, Fla.: Small fry golf tourney.

WARNER PATHE NEWS (Vol. 22, No. 82) New York: Fourth Division off for Europe. Korea: Mass surrender of Reds. New York: Senator Kefauver named "father of the year". San Francisco: Memorial service honors four hero chaplains. New York: Peek-a-boo hats for summer. St. Louis: Chimp circus.

TELENEWS DIGEST (Vol. V, No. 21-B) New York: Interview with the Duke of Windsor. France: Training for Far East war. Off Korea: Navy films of refueling operations in rough sea. Hong Kong: Plight of ex-Nationalist soldiers caught between the mainland and Formosa. Germany: Fashion parade brings Paris to Germany. Poland: Collectivized baby carriages. Orlando, Fla.: Small fry golf tourney.

MOVIE TONE NEWS (Vol. 34, No. 44) Korea: UN forces turn tide of battle against Reds. Madison, N. J.: Morris and Essex Kennel Club dog show. Little Creek, Va.: Navy's Frogmen keep in shape. Wales: American golfer wins British Amateur. New York: Roller derby free-for-all.

NEWS OF THE DAY (Vol. XXII, No. 278) Korea: UN forces turn tide of battle against Reds. Korea: Korean orphans find new homes. Washington: Capital honors Carter Barron. Utica, N. Y.: Practice defense drill. Madison, N. J.: Morris and Essex Kennel Club dog show. Richmond, Va.: Motorcycle classic. San Francisco: Diaper derby for papas.

PARAMOUNT NEWS (No. 81) New York: Margaret Truman sails for Europe. England: Princess Elizabeth presents the King's color to the Royal Air Force. France: Fiftieth annual gadget fair in Paris. Iliion, N. Y.: Jet expert at 13. Madison, N. J.: Morris and Essex Kennel Club dog show. Wales: American golfer wins British Amateur. Miami Beach, Fla.: Junior aqua-stars. New York: Roller derby free-for-all.

House Committee Makes Ticket Tax Changes

WASHINGTON—The House Ways and Means Committee last fortnight decided to exempt free passes from the 20 per cent admissions tax.

The group also lowered proportionately the tax for cut-rate tickets, which now is applied to the full admission price, whether or not it actually is paid.

"Cyrano" Committee Named

NEW YORK—A committee of four to judge the forthcoming "Cyrano Oscar Derby" contest for exhibitors and United Artists' branch managers was announced last week by United Artists. Members include UA's Max E. Youngstein, vice-president and national director of advertising, publicity, and exploitation; William Heineman, vice-president in charge of distribution, and Bernard Kranze, executive assistant to Heineman. The Stanley Kramer organization will be represented by George Schaefer.

20th-Fox Minn. Office Set

NEW YORK—With the appointment of Moe Levy as mid-western division manager for 20th Century-Fox, headquarters for that division will be in Minneapolis, it was announced last week. Edwin W. Aaron, newly appointed western sales manager, who previously headed the mid-western division, had made his headquarters in Kansas City.

Warners To Keep Music Holdings

NEW YORK—Although there have been a number of responsible offers for the vast music holdings owned by Warners, consisting of the Remick, Harms and Witmark organizations, Major Albert Warner last week stated emphatically that these holdings are not for sale.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 460) Korea: UN forces turn tide of battle against Reds. New York: Margaret Truman sails for Europe. San Francisco: Diaper derby for papas. England: Fancy spin at Festival of Britain. Madison, N. J.: Morris and Essex Kennel Club dog show. France: Kayak champs in white-water race on Vezere River. Angel Camp, Cal.: Frog jumping contest.

WARNER PATHE NEWS (Vol. 22, No. 83) Korea: UN forces turn tide of battle against Reds. New York: Margaret Truman sails for Europe. USA: Students take new draft deferment test. New York: First USO Camp Shows unit off for Korea. Utica, N. Y.: Practice defense drill. Richmond, Va.: Motorcycle classic. Wales: American golfer wins British Amateur. New York: Roller derby free-for-all.

TELENEWS DIGEST (Vol. V, No. 22-A) Formosa: How strong is Chiang Kai-shek? Korea: Ethiopians join UN forces. Germany: M.P.'s fight smugglers in Berlin. England: Royalty at London flower show. New York: Acaro wins again at Belmont.

NATIONAL BOARD OF REVIEW

May 26, 1951

STARRED SELECTED FEATURE: "Strangers On A Train" (WB); SELECTED FEATURES: "I Was An American Spy" (Allied Artists); "Night Into Morning" (MGM).

D. of J. to Coast

HOLLYWOOD—It was learned last week that in answer to a plea presented in Washington last fortnight by Albert Hanson, who headed a special committee from SCTOA, to readjust trade practices, H. Graham Morison, assistant U. S. Attorney General in charge of the anti-trust division, Department of Justice, had agreed to send a man from his department to co-operate with the local federal district attorney in investigating exhibitor complaints.

The SCTOA committee, including Sher-ril Corwin and Ezra E. Stern, SCTOA counsel, were joined at the Washington conference by Gael Sullivan, TOA executive director, and Herman Levy, general counsel.

Hoblitzelle Awards Presented

DALLAS—Presentation of the Hoblitzelle Awards, inspired by Interstate Circuit President Karl Hoblitzelle, were made by the Texas Research Foundation last week to Russell N. Cash, a farmer of Atlanta, Tex., for outstanding service in the advancement of Texas rural life, and to Dr. C. E. Marshall, University of Missouri chemist, for his work in agricultural science.

Colosseum Hearing Held

MILWAUKEE—Film salesmen are being represented this week at a hearing before the Wage Stabilization Board, David Beznor, general counsel, Colosseum of Motion Picture Salesmen of America, announced. Hearings are being held in Washington, D. C. Charges of unfair labor practices filed by the Colosseum are presently pending against the major distributors.

ITOA At TV Meetings

NEW YORK—The Independent Theatre Owners Association last week announced its active support and financial participation in the National Exhibitors Theatre Television Committee. NETTC will appear before the Federal Communications Commission in Washington, D. C., on Sept. 17 to petition for the allocation of UHF frequencies for theatre television.

Loew's Delay Approved

WASHINGTON—The Department of Justice last week granted an extension to Loew's until July 31 for the filing of a divestiture plan with the New York Statutory Court.

FOR SALE OR LEASE

Two 1000-seat theatres in West Orange, New Jersey

COMPLETELY EQUIPPED — ATTRACTIVE TERMS

For information contact

SAMUEL A. COHEN

32 WEEQUAHIC AVENUE, NEWARK, NEW JERSEY



Konecoff

(Continued from Page 9)

that good pictures will attract people into theatres when combined with showmanship. A revival of showmanship is a "must," said Lichtman, and nothing can be taken for granted, no matter how big a picture may be. Therefore, the company stands ready to join with exhibitors in getting every picture across, with field representatives being instructed to cooperate in every way with exhibitors on bookings, and it is expected that more money will be spent cooperatively on future bookings.

Lichtman said that the company would do its best to keep theatres open wherever possible, and local representatives have complete autonomy to run their areas as they see fit, with no set rules to guide them. Rather the individual merits of each case should set the pattern. Lichtman said that he hopes the company will give every exhibitor a square deal, and he hopes to get the same from all exhibitors since their welfare is directly tied in with the welfare of the company.

As far as the future is concerned, he said that the company has every confidence in what the future will bring. He thought that if pictures can be made sufficiently attractive, the public will come despite many other forms of competition, including television. The company expects to increase both the number of films released and made in 1952. This year should see 36 films released at a cost of 46 million dollars, while present plans call for 50 millions to be spent for 36 films for the 1952 schedule. The number released next year may top the 40 mark what with outside productions which may be taken on.

Lichtman also took the opportunity to announce the first national sales convention since 1948, to be held in Los Angeles on June 12-15, and to be attended by home office executives, division and branch managers, and advertising, publicity, and exploitation representatives. Policy for future releases will be discussed, in addition to which the men will see the top pictures of the future.

Releases for the next three months follow: July: "Take Care Of My Little Girl" (Technicolor), "The Frogmen", and "The Guy Who Came Back"; August: "The Secret Of Convict Lake", "No Highway In The Sky", "Mr. Belvedere Rings The Bell", and a special, "Decision Before Dawn", made in Germany, and September: "People Will Talk", "The Desert Fox", and "David And Bathsheba", which may see a special method of release, depending on the outcome of the convention.

PRODUCER DIVISION: Maurice Duke, producer of musical-type films, was in to arrange for shooting sequences for his latest film, "Disc Jockey", to be released in August by United Artists. Filmed will be those scenes featuring disc jockeys east of Chicago, with the western part of the country having already been covered. He figures that this release should be particularly saleable, what with support from disc jockeys in each city, plenty of plugging via record tieups, the names of Ginny Simms, Tom Drake, Jane Nigh, Michael O'Shea, Jerome Cowan, Russ Morgan, Tommy Dorsey, Herb Jeffries, Sara Vaughan, George Shearing, etc., plus other exploitable angles.

Jack Warner Approves Big Production Schedule

HOLLYWOOD—Firmly convinced that the industry needs less talk about what the motion picture industry needs, and more direct application to entertaining the mass audience which contributed to the building of the industry, Jack L. Warner last week approved a shooting schedule for the Warner studios that will carry through next fall.

The studio head revealed that a total of 52 productions are currently "in work" at Warners under the guidance of eight producers and three production units. Of these, 14 are either already underway or geared for an early start.

Duke, who made the "Teenager" series for Monogram with Freddie Stewart and June Preisser, and who was producer and director of the stage hit, "Raise The Roof," on the west coast, wants to stick to light musical films because that's what he knows how to make best. He told us that he is talking a picture deal with Frank Sinatra as well as with Lena Horne. Duke thought that in this market musical films with real talent that don't come too high can recoup handsomely. While here he also planned to finalize details of a national contest, in connection with the film, for new male and female recording artists, to tie in with theatre appearances.

THE METROPOLITAN SCENE: The lease for the use of Grand Central Palace for a motion picture exposition next spring was signed. The exposition will take place from March 29-April 6. . . . The Rivoli will close. . . . The Strand closed down for several weeks to install big screen television, and the Capitol will eliminate vaudeville. The Palace is operating on a week-to-week basis. There is some talk of bringing vaudeville back to the State. . . . The Film Library of the Museum of Modern Art has its new film list ready. . . . Exhibitor demand for the six different free recordings plugging "On The Riviera" has set a new record. . . . Richard W. Hubbell has been appointed transcription service director for "The Voice Of America." He will also head a television section. His extensive background includes a directorial post for "The March Of Time." . . . Emerson Yorke, independent motion picture producer, was the guest of the Canadian Picture Pioneers at the annual dinner. . . . Jimmy Wakely reports that GF's in Korea prefer western and hillbilly tunes. . . . Lida Livingston, manager, New York office, Ettinger Company, was off for a visit to Europe. . . . Richard Conte is in to promote "Hollywood Story." . . . Leon Bamberger is sending out a good mailing piece on "Tokyo File 212." . . . Estelle Nathan, U-I still department, became a grandmother. . . . Bill Snyder's "The Emperor's Nightingale" was selected as the Picture of the Month by the Protestant Motion Picture Council. . . . The Hair Fashion Council has created coiffures inspired by "Fabiola." They will make local tieups. . . . Sam Seidelman, former ELC general foreign manager and more recently with UA, left that company, and is off on an extended European vacation. . . . A good pressbook is out on "The Prowler."

Supreme Court Okehs Col. Color TV

WASHINGTON—The U. S. Supreme Court last week approved the Columbia Broadcasting System's method of broadcasting color television, affirming a decision in favor of CBS handed down by a special three-judge federal court in Chicago last December. The court fight was started by the Radio Corporation of America, which sought a judgment setting aside a Federal Communications Commission order in favor of CBS.

CBS immediately announced it will shortly expand its present color schedule in New York, and, within a few months, expects to be producing a substantial schedule of color programs.

RCA issued a statement saying that now that the high court has made its decision, it will go ahead with public demonstrations of its improved compatible all-electronic system of color TV.

Sidney Heads SDG

HOLLYWOOD—George Sidney was elected president, Screen Directors Guild of America at a membership meeting of the SDGA last fortnight. He succeeds Joseph L. Mankiewicz. Others elected are: Frank Capra, first vice-president; Mark Robson, second vice-president; Lesley Selander, secretary, and George Marshall, treasurer. The new board includes, besides the officers, John Ford, George Seaton, George Stevens, Walter Lang, Henry King, Leo McCarey, William Wyler, Charles Barton, Clarence Brown, Fred Zinnemann, and David Butler. In the assistant directors' group, Howard Koch was elected president; Rex Bailey, first vice-president; Bill McGarry, second vice-president; Jack Berne, secretary, and Henry Brill, treasurer. The television directors' group elected Phillipe De Lacy, president; George Cahan, first vice-president; Robert Finkel, second vice-president; George Giroux, secretary, and Arthur Thompson, treasurer.

Arthur Silverstone Honored

TORONTO—Representatives of the local industry and other associates honored Arthur Silverstone last week on the occasion of his departure to take up his new duties as eastern sales manager for 20th Century-Fox.

More than 125 friends and business associates were present at the affair, with Haskell Masters, Canadian general manager, Warners, and Doug Rosen, general manager, International Films, acting as toastmasters. A 35mm. still camera was the group's farewell gift to Silverstone.

Among those at the dinner were J. J. Fitzgibbons, president, Famous Players Canadian Corporation; Morris Stein, same organization; L. W. Brockington, president, Odeon Theatres; David Griesdorf, general manager, Odeon Theatres, and Jule Allen, president, Premiere Theatres, Ltd.

March Collections Down

WASHINGTON—The Bureau of Internal Revenue last week reported that general admissions tax collections in March showed a slight drop from those of the previous year. April receipts, representing collections in March, were \$26,782,776, compared with \$27,394,996 in April, 1950.

CANDYDLY SPEAKING

THE ARRIVAL of hot weather turns our attention to the maximum development of ice cream sales in theatres.

LIKE ALL ITEMS in the extra profits group, the full potential of sales can be developed only through up-to-date selling methods.



BILL ENGLAND

ICE CREAM is one of the rather recent additions to the extra profits items but has enjoyed a lusty growth.

THERE IS still much opportunity for good merchandising, good salesmanship and de-

velopment of new products.

Type of Product

A WIDE variety of types of ice cream and packaging is available. Some of the types which have proven successful are:

1. Ice cream sandwiches
2. Edible cone cup
3. Chocolate covered bar on a stick
4. Popsicle
5. Ice cream cup, both regular and giant size.

A NEW ice cream product has been receiving excellent reception on the west coast. This product resembles chocolates, and comes packaged in a box of either four or five pieces. The centers are ice cream, and are coated with chocolate

Type of Equipment

RAPID ADVANCES have been made in developing equipment to handle the sale of ice cream. Among the more popular types are the following:

1. The standard ice cream storage box incorporated into either the counter or the back bar. There is one candy stand that is constructed with the ice cream unit in the base of the candy display case with an arrangement for cold air to be circulated around the candy in the display case during warm weather
2. A self-contained unit with a plastic show case mounted on top of the freezer
3. A self-contained unit which has an open display for the ice cream which

(Continued on page EP-10)

Seen at the concessions stand of the Sunset Drive-In, Martin, Tenn., are officers of the Ruffin Amusement Company, W. F. Ruffin, president; Annie M. Ruffin, secretary-treasurer, and W. F. Ruffin, Jr., vice-president of the organization.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



234151

- ADMIT ONE -
GOOD THIS DATE ONLY
 The management reserves the right to refuse admission on this ticket by refunding purchase price. Also reserves the right to designate where the holder of this ticket shall be seated.

234151

234152

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GOOD
 The managen
 refuse admis
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A SECOND BOX OFFICE INSIDE YOUR THEATER



234152

When you offer ice-cold Coca-Cola to your patrons, you are putting a second box office inside your house. Theater goers are in a spending mood. With Coca-Cola, YOU can get the coins that are going for refreshment. Thus, you can increase your profit per admission with no increase in overhead. And you can do it with your choice of vending methods and a few square feet of floor space now idle. For all the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

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ICE CREAM IS A BIG SELLER—WEATHER OR NO

**By James Loeb—Director
Concessions Department
Walter Reade Theatres
New York City**

ICE CREAM, we have found by experience, is a big-selling item regardless of the weather, and how great the turnover depends to a large extent on the type of display and merchandising used.

ALL SIX of our drive-ins and 15 of our 25 convential operations sell popsicles, ice cream sandwiches, and large and small size Dixie cups. The operation in the drive-ins is a normal one, with the cold confections being sold in the main along with other items from behind the counter, although in some cases this is supplemented by the use of portable dry ice boxes or carts on wheels.

THE REGULAR THEATRES in our circuit first started selling ice cream about 18 months back, and at the close of the first year, it

amounted to five per cent of total confection sales. The first six months of this year show ice cream sales bringing in 10 per cent of the total, and we feel that it will even go higher in really warm summer weather. However, winter-time sales are nothing to be sneezed at because there was definitely a healthy demand.

WE SEEM to feel that the secret of selling in regular houses lies in the proper display of ice cream merchandise.

It should be seen, and it should look appetizing.

READE THEATRES sell ice cream from two types of machines, and the returns are bigger from the better type of unit, the Jordan Thermo-Pane, which has a large transparent window at the front of the case (illustrated) so that patrons can see the merchandise, and point to it. As a result, sales from this machine outstrip all other machine sales of ice cream.

THE SECOND TYPE of unit used is the Frigidaire self-service box, which is usually furnished by the ice cream dis-

tributors. This works on the same principle as the frozen food lockers in retail stores, with the top open and a photo display bar in the rear (illustrated). Here the patron helps himself, and pays the attendant.

TO SUM UP THE DIFFERENCES. The Jordan unit or ice cream cabinet displays its wares at eye level, and the patron is served by the attendant. This can be incorporated into the stand as it is being constructed. The Frigidaire box has an advantage in that it has the self service angle, but the attendant must keep a sharp watch if patrons of any particular house are petty-larceny minded. The box is separate.

AN ITEM in the ice cream line that shouldn't be discounted if the space, machinery, and help are available is the addition of frozen custard to other saleable items. We tried this in one drive-in last year, and it was a big seller with the result that it will be handled again this year, and may even see expansion.

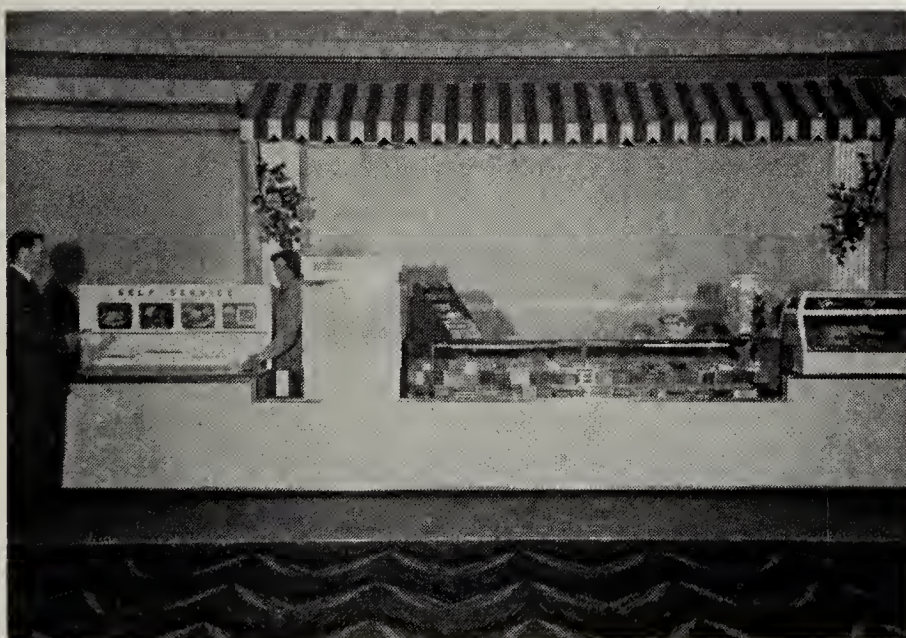
AMERICA likes good pictures, ice cream, popcorn, and candy, and we have 'em all.



Best ice cream machine in the Walter Reade Circuit, from a sales standpoint, is the Jordan, seen here after it was recently installed into the "Refreshery" counter at St. James, Asbury Park, N. J. Its good looks paid top dividends.



Patrons help themselves to ice cream from Frigidaire self-service units at Walter Reade Theatres. This lobby installation at the Oxford, Plainfield, N. J., recently added ice cream to its concession. Manager Ann DeRagon is at left.



To incorporate ice cream and popcorn into its sales, the Walter Reade Strand, Plainfield, N. J., recently rebuilt its "Refreshery" to bring the Frigidaire unit and the popcorn machine side by side. At left is manager John Balmer.



Refrigerated carts are used at all Walter Reade outdoor installations to bring ice cream and cold drinks to patrons, and do their biggest business in inclement weather, when patrons hesitate to leave cars, or when the show is on.



At the Eatontown Drive-In, Eatontown, N. J., is a corner of the "Refreshery" which has been devoted to a separate counter selling only frozen custard, one of the newest items added at Walter Reade Theatres' drive-ins. Regular ice cream is sold at another counter along with other confection staples.

There's Profit In Concessions

By W. F. Ruffin, Jr.
Vice-President

Ruffin Amusement Company, Inc.
and President
Raco Enterprises, Inc.
Convington, Tenn.

(A highlight of the recent meeting of Ruffin Amusement Company, Inc., and Raco Enterprises, Inc., managers at the Sunset Drive-In, Martin Tenn., was this address on various phases of the circuit's concessions operations.—Ed.)

THE LAST TOPIC which I will touch upon which all of you are familiar with at this time is the future expansion of theatre concessions. Before entering into this topic, I would like to quote you part of a letter

received from a circuit operation in East Texas: "The concessions in the theatres out here are pretty slick. Here we sell the new pocket-size magazine 'Movie', sold in theatres only like 'Quick' magazine. This is going, too; coke, orange, ice cream, candy, etc., snuff and work gloves later on. Also we sell Frozen Candy, ice cream on a stick, orange juice, Mission, and we have a butter machine that we sell butter on popcorn for an extra charge of 'butter' for 10 cents, that makes 20 cents for a box of corn."

THE EXPANSION in the field of theatre concessions has come about with a continuing increase of operation, and our company has not been in a position to pay any dividends for the years of 1949 and 1950. If it had not been for these two years for our concessions of popcorn and candy, two items, our net profits would have been very small.

FOR 1950 from our theatre operation there was only \$2646.87 more than the sales of popcorn and candy.



This handsome open-counter refreshment stand at the Metropolitan, Winnipeg, Manitoba, is one of the reasons why the theatre is a top seller of extra profits items in the Famous Players Circuit.

Ebenstein Claims New Sales Record

LOS ANGELES—Herbert Ebenstein, head, Pacific Confections Service Corporation, recently reported that concession sales in the 55 Los Angeles area theatres serviced by his firm hit an average of 12.7 cents per patron during the first quarter of 1951. This average is more than 50 per cent above the national sales-per-customer rate of eight cents, Ebenstein said.

IN 1950 all theatres did not show a profit in theatre operations, especially the Capital, Martin, Tenn., which showed a loss of \$1487.55, and the Varsity showed a loss of \$1819.27. With popcorn and candy only, the Capital showed a net profit of \$3214.50, and the Varsity a net profit of \$5119.84, on popcorn and candy only.

STILL realizing the ever-mounting increase of operation cost, this is the reason we are making the tremendous investment for equipment for handling concessions in our own outlets, namely the theatres. Factual evidence which we would like to give you at this time of theatre concessions is that in the late part of 1950 we put in drinks and hot dogs in the Ritz, Hickman, Ky., and added to the net profits of that theatre \$167.30 over only a period of 44 days. In the late part of 1950, we added to the Varsity carbonated and Mission drinks, and showed a net profit of \$116.04 in a period of 30 days.

TO ROUND out this report, and to coin a phrase copied from Bill Morrison of Hickman, Kentucky—"There is Gold in Them Victuals!" Let's advertise, promote, and concessionize!

EXTRA PROFITS

Vol. 6, No. 3

June 6, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarian Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles 36, California.

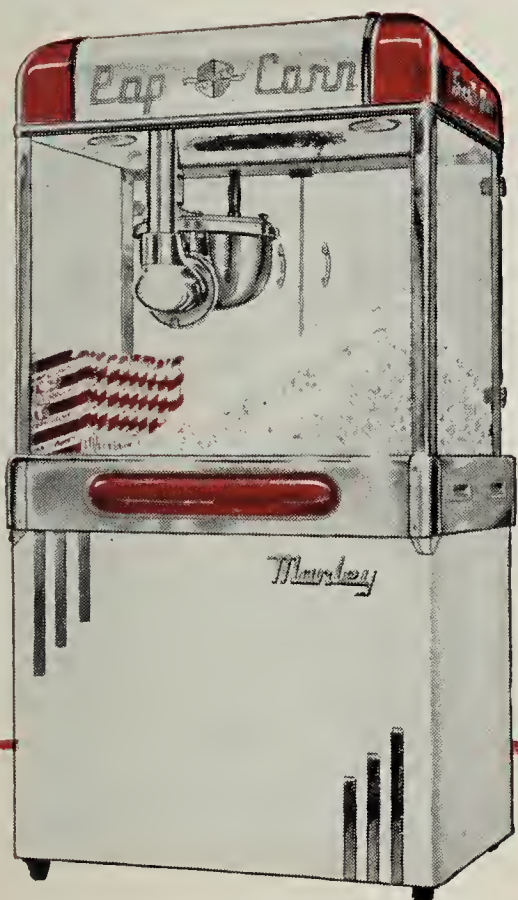
Editorial consultant: W. B. "Bill" England.

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YOU POUR PROFITS FROM A *Manley* POPCORN MACHINE



The new Manley Aristocrat shown above has three-way heat control, automatic seasoning, exhaust filter system, and ample storage space.



Copyright 1951, Manley, Inc.

● Look at that appetizing popcorn cascading from the Manley Kettle! To a customer, it's a treat. To the machine owner, it's hard cash profit, 300% gross, to be exact. For out of every \$1 in popcorn sales, only 25¢ goes for supplies. This high return is produced by the big Manley kettle which pops out a 20-40% greater volume of popcorn, by actual test. With a Manley, your dollar yield on 100 lbs. of popcorn is higher because Manley kernels are

bigger. You need fewer kernels to fill a 10¢ bag. The customers prefer the kernels giant size. They are tender and tasty that way.... And don't forget, a Manley machine is easy to run. The operating back on a Manley machine is so efficient the attendant need not take a single step to operate it. Fill out the coupon today for further information.



Manley, Inc.
The BIGGEST NAME IN POPCORN

SALES AND SERVICE OFFICES IN 27 CITIES
SEE YOUR TELEPHONE DIRECTORY

Manley, Inc., Dept. EX 6-6-51
1920 Wyandotte St., Kansas City 8, Mo.

Please have a Manley man call and bring me a copy of your new booklet, "How to Make Big Profits from Popcorn".

Name.....
Business.....
Address..... State.....

Best time to call.....

**MAIL
TODAY!**

Soft Ice Cream Offers Profit Opportunities

(Drawing upon experience in this particular field, the following article presents the viewpoint of those who have experienced profits in selling soft ice cream.—Ed.)

YEAR AFTER YEAR, an increasing amount of soft ice cream is being sold.

AND PARTICULARLY in the summer, at beaches, fairs, carnivals, parks, and drive-in theatres, in fact, at a great number of theatres the year around, soft ice cream is proving tremendously popular with both young and old.

It's SO EASY to sell, with a constant, velvety supply ready to flow from the dispenser as quickly as you can say "Presto"! Customers may be served promptly, as many as 800 servings per hour have been reported by owners of one of the leading direct-draw dairy freezers. The soft ice cream machine operates continuously; customers are served continuously, and profits are made continuously. The unit is attractively streamlined, and, if located in a prominent place, crowds will gather, fascinated by the operation of the freezer, and, of course, they will have to sample its product.

THEATRE OWNERS have at their command several excellent methods of bringing soft ice cream to the attention of their patrons. They can project slides showing the product with all its tempting appeal, they can announce over the public address system where and when the soft ice cream may be obtained, describing its deliciousness and expounding its wholesomeness; they can decorate the area with colorful pennants, streamers, and display cards, which will attract their patrons, and, in the drive-ins, car-hops may move about taking orders.

FREEZER owners, and, incidentally, they are outright owners, having no franchises or royalties to contend with, are enjoying very satisfactory profits. Some report that by selling five-cent and 10-cent servings, they are earning an income of between \$4 and \$5 a gallon. A large number of owners have reported that the freezer has paid for itself within a year as well as bringing in a substantial profit. The following chart gives a typical picture of the income being derived from a soft ice cream freezer.

	600 Cans	800 Cans	1000 Cans
Mix (supplied by local creamery) ..\$	9.00	\$ 9.00	\$ 9.00
Help (if any is needed)	1.50	1.50	1.50
Supplies (cones, etc.) ...	3.50	3.50	3.50
Light and power.70	.70	.70
Miscellaneous	1.50	1.50	1.50
Estimated cost per can (10 gallons)	16.20	16.20	16.20
Sales at \$35 per can	21,000.00	28,000.00	35,000.00
Expenses (not including rent) ..	9,720.00	12,960.00	16,200.00
Net profit, less rent	\$11,280.00	\$15,040.00	\$19,000.00

THE CONTINUOUS direct draw freezer dispenses frozen custards, sherbets, frosted malts, soft ice cream, ice milk, and water ices in a variety of flavors. Sundaes, a la modes, and other tempting concoctions are limited only by the imagination of the operator. It's a pleasant business to be in, everyone loves the "ice cream man," and it's a healthful as well as delicious commodity to be serving.

THE HOURLY CAPACITY of the unit is from 25 to 30 gallons, with an ample reserve of the product kept freezer-fresh. Cones, pints, quarts, or other containers may receive directly from the machine a frozen delicacy which is consistently superior in texture and taste.

THE SANI-SERV, shown in the illustration, is of lifetime, stainless-steel construction,

gives a compact, streamlined appearance, and comes either in a three h.p. size or a two h.p. "junior model." It is 67 inches high, 24 inches wide, and either 38¾ or 48¾ inches long. It fits neatly into a small space. It has a silent dasher drive, quiet enough for any location, and sound-proofed panels. The unit maintains a uniform temperature, and it runs at a continuous top speed. It meets the sanitary requirements of the U. S. Public Health Service from coast to coast. Any adult can operate one of these freezers.

THERE IS NO DIPPING and no waiting when a customer calls for soft ice cream or frozen custards. The smooth, cold custard is instantly available when the valve is operated, and the customer can at once enjoy its goodness.

THE SOFT ICE CREAM dispenser is proving throughout the nation that a man can build up and keep a very lucrative business in a small space by installing this continuously-operating freezer. The Sani-Serv is manufactured by General Equipment Sales, Inc.

Chase Offers Hallowe'en Line

ST. LOUIS—Eight time-tested favorite candies in bulk cases, five special cellophane bags, five penny goods items, and a special assorted case of penny candies will comprise the Chase Candy Company's "Diamond Jubilee" line for Hallowe'en, 1951, it was announced recently by W. A. Yantis, president-director of sales.

Butter cream candies, a panned mixture, spiced drops, jelly beans, old fashioned jells, autumn bon bons, and candy kisses in orange and black waxed paper are included in the Hallowe'en array. The Hallowe'en bag tab has been redesigned.

Siegel Succeeds Wirth

NEW YORK—Warners announced recently that Ben Wirth had resigned as president, Warner Brothers Service Corporation, in order to confine all his activities exclusively to the administration and management of the company's real estate operations. Carl Siegel, in charge of all concessions in the Warner Theatres' Newark zone, under Wirth's supervision, has been appointed president, Warner Brothers Service Corporation. Harold Rodner remains as vice-president.



The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.



With the onset of the summer season, this Sani-Serv frozen custard machine, pictured in recent operation at the Double Drive-In, Chicago, could prove a valuable addition to any extra profits department.

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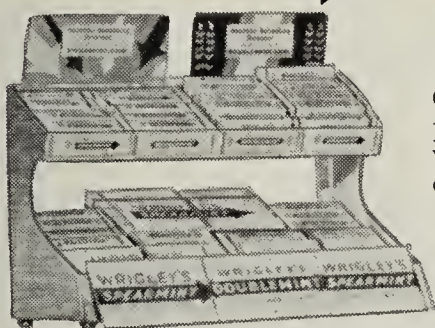
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Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Capital Theatre, Mt. Gilead, Ohio, gets extra profits from display of well-known brands of chewing gum.



Olympia Theatre, Miami, Florida, displays chewing gum for convenience of patrons and for extra revenue.

You build good will and extra profits by selling and displaying popular brands of chewing gum

Many of your patrons get more fun out of watching a movie when they chew gum. Chewing helps them relax and puts them in a better mood to enjoy the picture. By providing chewing gum at a convenient spot you can help your patrons get the fullest pleasure from their visit to your theatre.

Yes, it's easy to build extra good will and extra profits, too. Display Wrigley's Spearmint, Doublemint, "Juicy Fruit" Chewing Gum, and other popular, fast-selling brands. Your patrons will appreciate this service, and you'll be surprised at how much extra revenue will come in from the sales of chewing gum.



AF34

Kidwell Offers Selling Ideas

HANNIBAL, Mo.—Ed Kidwell, Kansas City, district manager, Theatre Enterprises, Inc., Dallas, was a recent speaker at the regional meeting of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois.

In opening, he brought out that concession sales in the theatres and drive-ins of the country totaled \$400 million in 1950, "an important sideline to your business, but not important unless you have people in the theatre."

Pointing out that there are many methods of operation for concessions that have proven successful financially, he stressed that there are certain basic factors that must not be lost sight of, including cleanliness of the concession building, counters and equipment, and proper training of employees.

Kidwell warned that the tastes of people vary widely in different parts of the country and often in the same section.

For instance, he said, his company has one district of 15 towns using soda pop, colas and an orange drink from a dispenser. Other districts supplement these with two or three other items. Many theatres also use penny vending machines as part of their concessions operations.

He also revealed that the company has been experimenting with hot dogs in a limited number of theatres, and so far has done very well.

Some theatres with large balconies have installed a second concessions stand but



Cretors' new Hollywood Junior 55 popper was the gift given Mrs. Hattie C. Hill and her Kappa Sigma Pi youngsters by Tommy Bartlett on a recent NBC "Welcome Travelers" radio show from Chicago. The happy group is shown with their prize while Bartlett, left, picks up their comments. Kappa Sigma Pi is a non-sectarian home for abandoned children. The kids above were returning from a trip to St. Louis.

in several instances have switched to the use of automatic vending machines to serve the balcony patrons.

"The financial results of concessions vary widely," he continued. "A survey to ascertain the relationship to the boxoffice gross brought answers showing a range of from 10 to 50 per cent. We get 20 per cent. Some drive-ins report 40, 45, and 50 per cent. In our two drive-ins it was 32 and 33 per cent."

The speaker then brought out that some

of the theatres that reported concessions sales of 50 per cent of boxoffice were handling items short in profits, so were doing a lot of work for very small returns.

He said that in his district the TEI houses average 100 concession sales for every 250 patrons on the five-cent and 10-cent items. Popcorn has been the biggest profit item.

Bringing out that some theatre owners and managers believe that candy tends to hold down popcorn sales, he said that his circuit has been experimenting with candy. One manager reporting the results of handling candy over an eight-week period revealed that not only had he increased the theatre's concession profits but candy sales did not hurt the popcorn sales. The net profit will be more than theatres of higher grosses.

Referring to popcorn "as pure gold," Kidwell said that his district used canned popcorn, paying a premium for it, but found this to be profitable.

He brought out that there are many sales tricks that concession workers can use properly to promote sales, such as offering a patron two boxes instead of one. Some theatres that have used that found it aided sales tremendously.

Hollywood Brands Sues

CENTRALIA, ILL.—Hollywood Brands, Inc., parent corporation of Hollywood Candy Company, manufacturer of candy bars, recently filed suit for \$1,000,000 damages against Columbia Broadcasting System in U. S. District Court in East St. Louis, Illinois. The complaint alleges that CBS "wilfully and intentionally" failed to carry out its portion of a contract providing for the telecasting of a television show, under the name of "Junior Circus," over 38 stations, beginning on Jan. 27, 1951.

Hollywood Brands, Inc., was to pay CBS \$9,850 for each weekly half-hour program for a period of 52 weeks. The complaint states that CBS presented only one program, and that this was not telecast, being shown only to an audience in Philadelphia.

The EXTRA PROFITS Department Offers Hints On Earnings Of Extra Revenue Through Candy And Concessions Sales.



The Best Drive-ins Are Featuring

popsit plus!

the ONE popping oil that

DOES EVERYTHING!

It pops America's Best-Selling Popcorn! . . . adds butter-like flavor, color and aroma that makes people ask for more.

... pops
corn, fries burgers,
hot dogs, french fries
... is always liquid ...
comes in easy-to-use
gallon can . . no
waste.

popsit plus!

Made by C. F. SIMONIN'S SONS, INC. Phila. 34, Pa.

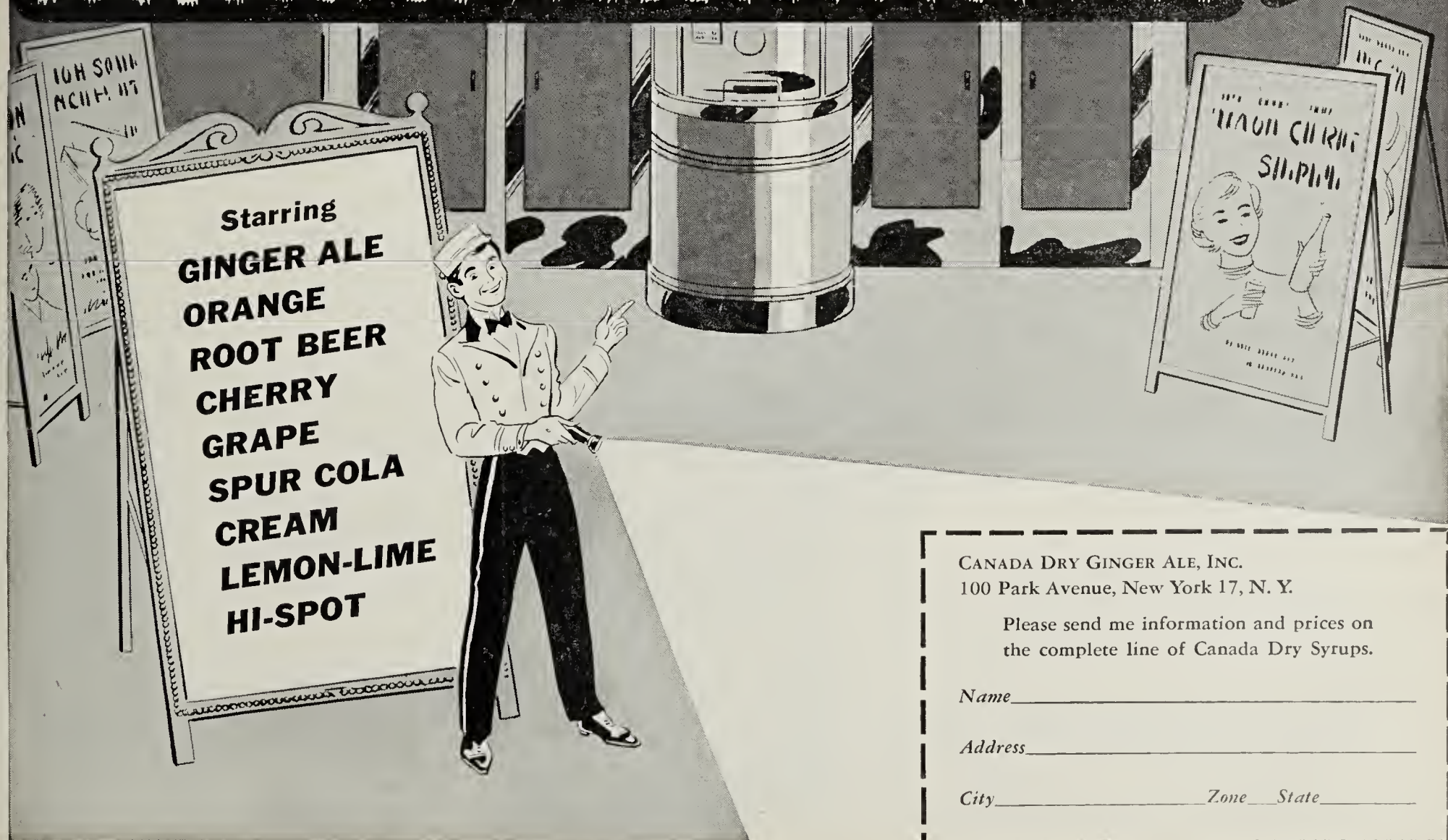
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Please send me information and prices on
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Glockner Joins Sanitary Automatic

NEW YORK—Jack Beresin, president, ABC Vending Corporation, last week announced the appointment of Maurice Glockner as manager, New York division, Sanitary Automatic Candy Corporation.

Glockner has had many years of experience in the theatre business as well as in the confectionery end of the field.

He has been connected with Schine Chain Theatres, Inc., for 18 years, and has worked in various capacities.

The last saw him as general manager, confectionery division.

Glockner will be in charge of merchandising in the four divisions of the Sanitary Automatic Candy Corporation, which comprise theatre stand, machine operation, concession operation, subway, and drive-in.

He will be assisted by M. Affatato, subway; S. Rubin, theatres, and P. Fliashneck, drive-in.

Charles L. O'Reilly, chairman of the board, and Beresin stated that they were pleased to have Glockner associated with them, and that his experience in various theatre problems and other problems regarding the confectionery industry will be of great value in helping to further improve the service now rendered by the ABC Vending Corporation.

Glockner and Mrs. Glockner have been very active in civic activities in Gloversville, N. Y.

Glockner, during the past two years, has been president, Jewish Community Center, and active in the Rotary International and various other organizations.

He is a graduate of NYU, where he received his Phi Beta Kappa, and attended Teachers College, Columbia.

His wife, Valentine Righthand-Glockner, is a graduate of Julliard and Teachers College, Columbia, and has been teaching for many years in the Gloversville School System.

They have two children, Mrs. Yolanda Glockner Lyon, who now resides in Cambridge, Mass., and who is graduating from



Several thousand merchandising banners like this recently were distributed cooperatively by Orange-CRUSH Company, Chicago, and the Planters Peanut Company for a concentrated sales tie-in campaign.

Radcliffe this June, and an 11-year-old son, Darrow-Maier Glockner.

Ruffin Reveals Plans

COVINGTON, TENN.—Plans for further expansion of Raco Enterprises, Inc., were recently outlined at company directors' and stockholders' meeting by President W. F. Ruffin, Jr., and include the opening of three drive-in restaurants, one near the Ruffin, Covington, Tenn., one near the Halls, Halls, Tenn., and another on the lot adjoining the Varsity, Martin, Tenn. All three restaurants, to be called Dinettes, will be completed within 90 days.

At Newbern, Tenn., the grill located in the Palace building will be reopened with all new equipment, and on the lot west of the Palace, the Palace Dairy Castle will be open for business within the next two months. Plans have also been completed for Raco's Sunset Drive-In, Covington, Tenn., and construction will begin as soon as NPA approval is granted. Raco's newest installation, the Ritz Dairy Castle, was opened on the lot adjoining the Ritz, Hickman, Ky.

Trade Leaders Heard At NCA Convention

CHICAGO—Topflight speakers from the government, military services, the candy industry, and related businesses were being spotlighted on the 1951 convention program of the National Confectioners' Association this week at the Stevens Hotel.

The five-day meeting June 3-7, also marks the 25th Confectionery Industries Exposition.

Victor H. Gies, Mars, Inc., Chicago, general convention chairman, announced that among those scheduled to speak at the convention were James A. Farley, chairman of the board, the Coca-Cola Exporting Corporation, and Major General Herman Feldman, Quartermaster General.

Four business sessions are being devoted to government relations, including price and wage controls, the availability of ingredients, candy procurement, and national and international affairs as they affect candy. The program also includes discussions of sales and merchandising, production techniques, technological developments, and employer-employee relations.

Candyly Speaking

(Continued from page EP-1)

rests on a cold plate. This type of unit is usually located alongside of or lined up with the candy counter in such a manner that the patrons may serve themselves

4. Automatic ice cream machines which serve ice cream bars, cups, or sandwiches.

AN ATTRACTIVE shadow box display with replicas of the type of product sold, surrounded by suitable display material, helps to create the desire for the product.

A RECENT TREND in some of the finest theatres has been to have young men sell ice cream from the aisles in the balcony during short intermissions.

THIS METHOD of selling usually increases per capita sales substantially.

Bill England

EARN PROFIT FROM IDLE SPACE WITH THIS SERVICE AND DRINK DISPENSING EQUIPMENT

TWO PUMP UNIT JUICE DISPENSER

Built for beauty and fast service. Stainless steel throughout. Cork insulated. Capacity 6 gallons each pump. May be set flush into the counter or on top of counter.

One Pump Unit 18½" x 14½" x 14". Capacity 5 gals.

Three Pump Unit 41½" x 17" x 15¼". Capacity 6 gallons each pump.

SANITARY STAINLESS STEEL GRIDDLE STAND with ROLL DRAWERS

Made in five sizes from 30" to 54" long, 22" deep, 38¼" high. 2 drawers on ball bearing rollers.

W. KESTENBAUM, INC.

1790 FIRST AVENUE, NEW YORK 28, N. Y.



NEWS OF THE

Territory

BRANCHES

Atlanta

R. M. Kennedy, former district manager, Wilby Theatres, Alabama, now an independent theatre owner, has taken over the Temple, Birmingham, Ala. He plans to spend between \$150,000 and \$200,000 in modernizing the house.

Olin Atkinson, manager, Allison, Piedmont, Ala., returned from Griffin, Ga., where he underwent an operation for appendicitis. Jack Jones managed the theatre while Atkinson was in the hospital.

Mr. and Mrs. R. H. Brannon, Roswell, Ga., and Holly, Dahlonga, Ga., are back after a fishing trip to Florida. . . . New owner of the Blair, Blairsville, Ga., is H. J. White. . . . W. M. Snelson, general manager, Co-At-Co Theatres, North Georgia, is building a new theatre in Toccoa, Ga. . . . Jack Hunt, sales representative, Wil-Kin Theatre Supply, sold a new Cycloramic screen to the Ritz, La-Grange, Ga. . . . O. C. Alexander, same company, sold a new screen to the Harlem, Athens, Ga.

The Art, Montgomery, Ala., installed new booth equipment sold by Wil-Kin Theatre Supply.

Jack White, owner, Princess, Cleveland, Ga., installed a new neon sign and popcorn machine. . . . The Co-At-Co, Cornelia, Ga., has been remodeled. . . . Miss Erma Marshall, formerly With ELC, is now with National Theatre Supply. . . . Mrs. J. T. Dobson opened her new drive-in Barnwell, S. C. . . . Ernest Hilderbrand is manager, Buck, Biloxi, Miss. He replaces J. D. Herring.



Above are some of the models who participated in a recent campaign staged in New Orleans for the opening of UA's "Fabiola," Joy, by manager Ernest McKenna and UA field man Murray Roman under the direction of Mori Krushen. New Orleans was turned into a Roman revel, with lions, tigers, and ocelots parading the streets, and city officials, social leaders, and leading newspapermen donning togas and laurel wreaths.

Booking were: Ellison Dunn, Ashford, Ala.; Paul Emglar, Famous Theatres, Birmingham, Ala.; Bill Griffin, Cullman Amusement Company, Cullman, Ala.; Colonel T. E. Orr, Amusement Company, Albertsville, Ala.; R. E. Hook, Hooks Theatres, Ala., and Mrs. J. M. Lakeman, Haleyville, Ala. . . . Mrs. Francis Tucker, booker, Columbia, was back after a vacation.

Mrs. Jimmie Harrison, wife of Jimmy Harrison, Wilby-Kincey, returned from the hospital. . . . Mrs. Mildred Ricks, Monogram, is back after a vacation spent in Florida.

Drive-in screens visible from state highways would be made illegal in a bill introduced in Tallahassee, Fla. The measure, sponsored by Representative T. C. Merchant, Jr., Madison County, would make it unlawful for anyone to project or display motion pictures or televised images visible from vehicles traveling upon state highways.



Among officers and managers and wives attending the 24th anniversary meeting of the Ruffin Amusement Company recently at the Sunset Drive-In, Martin, Tenn., were, front row, left to right, Mr. and Mrs. Paul Harrington; secretary-treasurer Mrs. Annie M. Ruffin; President W. F. Ruffin; Mrs. Barbara M. Ruffin, secretary-treasurer; W. F. Ruffin, Jr., and, second and third rows, from left: Mr. and Mrs. Curtis Reynolds, Benton, Ky.; Mr. and Mrs. Stanley Kinney, Ritz, Covington, Tenn.; Mr. and Mrs. Homer Harris, Ruffin, Covington, Tenn.; Mr. and Mrs. Travis Usery, Palace, Greenfield, Tenn.; Mr. and Mrs. James Evans, Halls, Tenn.; Mr. and Mrs. J. W. Morrison, Ritz, Hickman, Ky.; Mr. and Mrs. William Byars, Capitol, Martin, Tenn.; Mr. and Mrs. Claude Yarbrough, Sunset Drive-In, Martin; Mr. and Mrs. H. F. Whaley, Varsity, Martin, Tenn., and Mr. and Mrs. Paul Harrington, Jr., Palace, Newbern, Tenn.

YOU ARE INVITED!

Annual Convention

MISSISSIPPI THEATRE OWNERS ASSOCIATION



Beuna Vista Hotel

BILOXI, MISS.



Sun. - Mon. - Tue.

June 24 - 25 - 26



LOTS OF FUN

AND A LITTLE BUSINESS!

This space contributed by EXHIBITOR

Harold H. Crooker is the new owner, Palm Drive-In, Daytona Beach, Fla. . . . Tony Sudekum, late president of the Crescent Amusement Company, Nashville, Tenn., will be memorialized through the construction of a planetarium at the Nashville Children's Museum, a gift of his wife.

J. Noble Arnold, manager, Fox, received a vote of thanks from the Girl Scout Council for the use of the Fox. . . . Colonial Theatres, Valdese, N. C., has approved plans from the National Production Authority for a new theatre.

Buddy Chalmers, ABC Booking Service, is in the hospital after a heart attack. . . . Hal Keeter, former manager, ELC, Charlotte, is recovering after a heart attack. . . . Fred Moon, The Journal amusement editor, was visiting.

Martini Moore, RKO, enjoyed his honeymoon in Florida. . . . Joe Austin, booker, RKO, was enjoying the sunshine in Florida. . . . Sam McCook, formerly with Warners, is now with MGM. He replaces Jack Thwaites, who joined the F.B.I. . . . Joe Dumas, office manager, Republic, returned after a vacation. . . . Miss Mary Brockett, head booker, Crescent Amusement Company, Nashville, Tenn., returned home from Atlanta. . . . The old stork came to Mr. and Mrs. Bloodworth and left a little baby boy. She was formerly with RKO. The stork also left a little boy for Annelle Langle.

Nancy Hanna, U-I, is back after illness. . . . The U-I Employees Club has a new vice-president, Geneva Williams. . . . The Tower closed. . . . Irma Marshall, former cashier, ELC, is now with National Theatre Supply. . . . Kelly's Drive-In, Chattanooga, Tenn., has been renamed the Lookout Drive-In. . . . Wil-Kin Theatre Supply, installed in the 300-car drive-in owned by Ed Beach at Fernandia, Fla., a soda bar, popcorn machine, and sound equipment.

J. S. Carscallen, Skyview Drive-In, Tampa, Fla., returned there after a visit. . . . Hap Barnes, owner, Drive-In, Montgomery, Ala., and Knoxville, Tenn., moved his family from Montgomery, Ala., to Atlanta. . . . The New Park Way Drive-In, Marysville, Tenn., opened.

Ginger Prince finished her third feature, and there is another one awaiting her when she gets back to Hollywood. . . . Added to Lippert is Joyce Ashcraft, in the booking department. . . . Mrs. Rose Lancaster, Astor, was enjoying the sunshine in Florida. . . . Miss Florence Chamblee, Lippert, is back after illness.

Charlotte

RKO retained its lead for the 17th successive week at the conclusion of the 20th week of the 1951 "Ned Depinet Drive." Rovy Branon is manager. New Orleans, Rogers Lamantia, manager, was fourth.

Hugh Owens, Paramount's eastern and southern division manager, was in on tour of branches.



Margaret Sheridan, third from left, seated, star of RKO's "The Thing," is seen upon a recent visit to the RKO Memphis exchange. Noted, left to right, are Katherine Guy, Dorothy Barasso, Miss Sheridan, Gwendolyn Garrett, Katie Allison, Fred Curd; and, standing, Alice Keller, Edna Jenkins, Mary Powers, Edity Wiseman, Zula Fitzpatrick, Jean Pigue, Louise Hughes, Anna Oakey, Lilly Mallory, Ethel Schiable, Goldie Scruggs, George Jacoby, and R. V. Reagin. The actress toured key situations to help plug film.



Among those at the recent convention of the Independent Theatre Owners of Arkansas at the Hotel Marion, Little Rock, Ark., were, from left, M. S. McCord secretary-treasurer, Malco Theatres, North Little Rock; Cecil Cupp, Arkadelphia; Leon Bamberger, RKO sales promotion head; T. Axley, England; O. Wren and son, Jim, Little Rock.

Memphis

COLUMBIA — Miss Peggy Bledsoe, booker-steno, was married to Cliff Parrish. . . . Moses Sliman, Luxora, Ark.; Dan Landers, Harrisburg, Ark., and J. M. Miller, Tupelo, Miss., were visiting.

MGM—Clyde Browning, Ecu, Miss., and Leon Rountree, Water Valley, Miss., were around.

MONOGRAM—J. A. Prichard, district sales manager, was visiting his brother, branch manager Bailey Prichard. . . .



Helping Treasury Secretary John W. Snyder, center, in Atlanta to launch the U. S. Treasury's defense bond campaign, currently being spearheaded by newspaper boys of the nation, were, from left, Dick Powell, "Miss Defense Bond of 1951," Nancy James, and Piper Laurie and Tony Curtis, starred in U-I's forthcoming "The Prince Who Was a Thief."

L. S. Haven, Forrest City, Ark., and Henry Pickens, Carlisle, Ark., were in. . . . Amanda Hales, inspectress, and Juanita King, assistant cashier, were vacationing.

Henry Lewis, salesman with National Theatre Supply, was visiting. . . . Orris Collins, Jonesboro, Ark., is about after illness.

At Rent-A-Movie, Ellis Simpson was improving after a serious auto accident in Mississippi.

20TH-FOX — Henry Haven, Forrest City, Ark., and Don Landers, Brinkly, Marianna, and Wynne Ark., were in.

New Orleans

Henry G. Plitt, executive of Paramount Gulf Theatres, Inc., and Major General Anthony C. McAuliffe got together before the recent Armed Forces Day parade to swap reminiscences of the tough days at Bastogne of World War II days. . . . Four theatre robberies are regarded solved by the arrest of a sailor stationed at the Naval Air Station on lakefront, as reported by the detective bureau. Encountered in the act of robbing the Beacon by a resident near the theatre, Thomas fled in his automobile, but was captured after a watch by the police in front of his residence, which they traced by the automobile license. In his confession to the attempted burglary of the Beacon, he admitted breaking into the National in

early April, and taking \$10; the recent Garden haul of \$250, and the Coliseum stealing of \$35.00. He swore that he did not commit the Fox safe burglary on May 17, which gave up its contents of \$178. C. A. Gulotta, owner of the theatre, said that this was the third time the safe had been robbed in the past few years.

Mrs. Pearle D. Green, who owned and operated the Hollywood, Manning, S. C., was visiting her daughters and families, the Tom Watsons and G. Schutz, Hattiesburg, Miss.

On one of the delightful evenings of her vacation, Mrs. Ethel Engler, Republic physical service department, guested her co-workers at her home.

Raymond Gremillion, service representative, Southeastern Theatre Equipment, is on the job after a vacation. Ruth Toubman, secretary, was on a jaunt in Biloxi, Miss. . . . Jack Pope, field representative, Joy Theatres, Inc., visited.

Managers, salesmen, and bookers who congregated at Fort Walton, Fla., for a week-end stag outing as guests of the Mississippi film salesmen were Kenneth Giddens, Mobile, Ala.; Henry Glover, manager, Monogram Southern; Bill Holiday, manager, Paramount; Billy Briant, manager, 20th-Fox; Paul Shallcross, representative American Desk and Chair; Jerry Kennedy, salesman, 20th-Fox; Roy Nicaud, salesman, Lippert; Tom Watson, RKO salesman; Bill Thompson and Tommy Dunn, U-I salesmen; Harold Wycoff, Paramount salesman, and "Singing Sam" Nungesser, Monogram Southern Salesman. The boys rented a cottage for the occasion with maitre d'hotel. "Singing Sam" was the master of ceremonies.

Frank DeGraauw, Jr., Abbeville, La., was in calling on Manley, Inc. Others who visited were: M. A. Berenson, Bogalusa, La.; Lock Bolen, Jackson, Ala.; John Roberts, Civic, Mosely Brothers, Pica-yune, Miss.; "Preacher" Crossley, Laurel, Miss.; Maxine D'Arcourt, Pittman Theatres, Inc.; F. G. Pratt, Jr., Vacherie La. and Harold Dacey, Raceland, La.

Ira Olroyd, Warner salesman, was sent to a hospital in Hammond, La., as the result of an auto crash with another car. . . . Aubry Lee, lessee-operator Marion, Pleasant Hill, La., died. The theatre is owned by the W. W. Page Circuit.

Paul Wood, owner-operator, Escambia Drive-In, Century, Fla., was in. . . . Seen entering the 20th-Fox Screening Room for "The Guy Who Came Back," were Gaston Dureau, Henry G. Plitt, and Maurice Barr, Paramount Gulf Theatres, Inc.; Arthur Barnett, United Theatres, Inc.; Mrs. Lupo, Lakeview; Rene Brunet, Imperial, and Paul Wood, Century, Fla.

Gratifying themselves to a brunch of ham and at Gentilich caterers, Joy N.

Houck and B. W. Stevens were talking over business matters. . . . And at another table over a cup of coffee was Frank Ollah, the strawberry prince from Albany, La., discussing figures with co-partners Lyle Shiell and E. Mortimer, Skyvue Drive-In.

Carmen Nona Guidry was getting acquainted with exchangeites, papa Milton Guidry making the rounds with her.

Mr. and Mrs. Claud Darce, Morgan City, La., were in for the monthly meeting and luncheon of the Allied Gulf States board of directors at the New Orleans Hotel. So was Don George, Shreveport, La., president.

Mr. and Mrs. Rogers Dugan, Lake, Lake Catahoula, La., were on a theatre and home shopping tour. . . . Rudolph Berger, southern sales manager, Loew's, and manager James Briant, were in a session with members of Allied Theatre Owners of Gulf States.

Paul Giangrosso reopened the Avenue. . . . Visiting were: Ernest Drake, Ponchatoula, La.; Charles Lamantia, Lafayette, La.; Ernest Delahaye, Maringouin, La.; O. K. Gaude, Port Allen, La.; T. E. Solomon and Frank Thomas, T. E. Solomon Circuit, McComb, Miss.; Bill Castay, Jefferson Parish, and Owen Robertson, Village, Bonita, La.

Helen Bila, secretary to Henry Plitt, Paramount Gulf Theatres, Inc., selected the Carribbean for her vacation. She left here via motor for Miami, Fla., where she boarded a plane for Nassau for a week, and to Havana, returning to New Orleans on June 12 to be present at the wedding of her brother.

Audry Hall, secretary to H. R. Oliphint, Paramount Gulf Theatres, took one week of her vacation. Her second week will be spent in football season time.

J. J. Ganacheau, formerly with United Artists as office manager, is now with Dixie in the same capacity. . . . Milton Dureau, Masterpiece, and Milton White, Exhibitors Poster Exchange, Inc., said that the fish are biting swell. They returned from a week end outing at Hospital Point.

The stork visited the J. H. Hargroders, Beverly Drive-In, Hattiesburg, Miss., recently and left a four and one-half pound baby boy. . . . Forrest Phillips, Broadway Drive-In, authorized Russell Callen, Associated Theatres, to act as his buying and booking representative.

Clyde Le Blanc, owner, Star, Crowley, La., purchased Carl and Al Rebecks, Rebex, Lake Charles, La. J. G. Broggi, Exhibitors Service, will buy and book. . . . Tom Watson and Bob Dessommes, RKO, are each sporting their new company cars. . . . Mr. and Mrs. Babe Cohen will spend the weekend with their son, a student at Spring Hill College, Mobile, Ala.

C. J. Briant, resident manager, MGM, recently told a meeting of the Better Films Chapter at the St. Charles Hotel that movies are one of the nation's greatest weapons against juvenile delinquency.

Thieves broke into the Roxy, and stole \$178 in cash from the theatre's safe. C. A. Gulotta, owner, said it was the third robbery in the past few years.

In Shreveport, La., McElroy Theatres cooperated recently in the campaign of the Caddo Foundation for Exception Children. Tom McElroy said "We dedicated a substantial percentage of a week's gross receipts from the Rex, Broadmoor, Glenwood, and Centenary to the foundation.

Willis Houck will buy and book for the Joy, Vicksburg, Miss., and Lake, Greenville, Miss., formerly served by Russell Callen, who, in turn, has taken over the buying and booking for the Airport Drive-In, Greenwood, Miss., retaining services for the Rebel, that city. . . . Lewis Watts, Oil City, La., is taking a rest on doctor's orders after his second heart attack.

NATIONAL SCREEN SERVICE—Rose Buffet was vacationing. . . . Zelta Lynn, newcomer, is the new in-and-out control clerk. . . . Audry Julian, after nearly a decade of service, bade her superiors and co-workers adios.

Bob Sigler, Dome, Hattiesburg, Miss., was booking. So was A. L. Royal, Meridian, Miss. . . . A Union Springs, Ala., June wedding of interest will be that of Sarah Morton McLendon to Phillip McKinney Richardson on June 14 at the First Baptist Church. A reception will immediately follow the ceremonies at the home of Mr. and Mrs. Calvin William Finn. The bride to be is the daughter of circuit owner Fred T., operating in Alabama, Florida, Georgia, Mississippi, and North Carolina.

Dave Prince, MGM district manager, visited. . . . The recent shuffling in the Fran Theatre Company places Percy Duplessis at the helm of the Rose, Opelouses, La., with "Toto" Guidry, Platte, Ville Platte, La., and combined they will operate the El Rancho Drive-In, De Ridder, La., and the Pat, Lafayette, La.

Exhibitor Culpepper is building a drive-in in Deer Park, Ala.

Mrs. H. B. Millette, Moonlight Drive-In, Pass Christian, Miss., visited with J. G. Broggi, theatre representative. . . . Ike Katz, president, Kay, visited. . . . E. J. "Pee Wee" Martin, Gentilich caterers, was passing out cigars on the occasion of an eight and one-half pound baby girl.

H. B. Paul, fully recovered from his recent appendectomy, is back in the territory for Kay. . . . Frank Fairley was presented with a scroll from the industry in recognition of the community service rendered by the Post Office Department

in connection with "Appointment With Danger."

Oscar Oldknow, National Theatre Supply, visited with manager Tom Neely and staff. . . . Kay office manager, Mildred Barr's better half, is hobbling around with his foot in cast. . . . E. J. Beaud, Southern Repair Service, is located at 2555 Acacia Street.

The cooperative plan of newspaper advertising by the owners of New Orleans and vicinity drive-ins in a new style of cartoon display of subjects relative to operations is attractive. The cartoons are sketched by a Times Picayune artist, who also authors the sayings. Drive-Ins participating are the Airline, Algiers, Crescent, Drive-In Movies, Marrero, St. Bernard, and Skyvue.

Louisiana Shreveport

Through the efforts of the Shreveport, Bossier City, La., \$1,555 was collected for the national palsy campaign. The total for a similar campaign last year amounted to \$1,000, Ben Bicknell, manager, Strand, and chairman, local drive, announced. The committee which aided Bicknell was composed of Holland H. Davis, manager, Berksdale Drive-In, Bossier City, R. M. Oliver, manager, Joy, Shreveport, and Alfred Wingo, manager Don, Shreveport. Members of local 222 helped man the booths in the lobbies of the theatres at night, and the police and firemen of Bossier City did likewise at the three theatres in Bossier City. The theatres which took part in the campaign were the Strand, Majestic, Venus, Saenger, Don, Joy, and Joy Drive-In, all in Shreveport, and Barksdale Drive-In, Don Drive-In, and Davis, all in Bossier City.

Paramount star John Payne will visit 12 cities in his traveling schedule in his swing of southern cities on behalf of "Passage West." Payne stars in the picture, along with Arleen Whelan and Dennis O'Keefe. They will visit Shreveport on June 7.

Mississippi Jackson

A drive-in which interferes with the "reasonable enjoyment by others of their homes" constitutes a nuisance, the Supreme Court held. In the case, in which the decision was rendered by Justice Percy Lee, damages rather than an injunction were gained. The court upheld a \$467 damage award given T. U. Collins, Laurel, Miss., against the Laurel Drive-In, operated by E. Jenner and C. Jenner, because the noise from loud speakers prevented Collins from sleeping. The suit was filed when outside speakers were employed.

Florida Tallahassee

A bill to liberalize some of the Sunday closing laws which have been on



Newest theatre in Memphis is the Cross-town, shown above just before opening.

Florida statute books for many years was passed by the State Senate and returned to the House for concurrence in amendments. The bill will allow outlying theatres, grocery stores, drug stores, filling stations, hotels, tourists' attraction, and similar other businesses to operate on Sunday. The Senate added an amendment allowing fines of from \$50 to \$250 for violators. The House had set up fines of from \$1 to \$50.

Miami

Malcolm Tait is now Wometco's relief manager. His post of assistant, Rosetta, has been taken over by Krag Collins. . . . Walter Oakerson, manager, Essex, has Ralph Gomolinsky back as student assistant. . . . On Armed Forces Day, the Lejeune Drive-In had Admiral C. M. Wassell as a guest speaker. . . . Rhea Gilchrist, Tropicair Drive-In, is recovering after her recent operation. . . . Bill Goller, Tower, was one of the early vacationers. . . . The board of governors of the Wometco "Old Guard" was installed. Officers include Harvey Fleischman, president; Helen Porter, secretary; Elmer Hecht, treasurer, and, completing the board, Bob Ross, Tim Tyler, and Herb Rubenstein.

The stage of the Florida was used to induct the 10,000th recruit of the area. James Barnett, manager, Florida, promoted the stunt with "Go For Broke." . . . At Al Brandt's Flamingo, Monday patrons get an additional entertainment bonus, local talent amateur shows. . . . The Flamingo hosted a Sunday a.m. party of University of Miami drama devotees when a showing of "Hamlet" was followed by a lecture by producer Filppo del Giudici. . . . Free popcorn and a pass to any neighborhood Wometco theatre were the rewards in store for youngsters who delivered 25 pounds of waste paper to a specially hired truck parked at the Capitol. . . . June 13 has been marked on the calendar of fellow members of the "Old Guard" as a red letter eve. They expect big doings at the barbecue party of newly installed prexy Harvey Fleischman.

North Carolina Asheville

Monogram star Whip Wilson arrived, and in cooperation with the Liberty Network, inaugurated his nation-wide talent search contest.

Greensboro

The Elm has become a first-run house, according to Ben Allen, city manager, Consolidated Theatres, Inc., Elm, Victory, and State.

Raleigh

The North Carolina Department of Revenue warned that poulation increases may increase privilege license taxes paid by theatres and drive-ins and due on June 1. It pointed out that the taxes are based on population of the towns and cities in which they are located, and that if the 1950 census puts them in a new tax bracket their taxes will increase or decrease. Most North Carolina cities and towns gained in population in the 1950 census, with 37 alone passing the 1,000 mark into a new tax bracket. A few lost in population, however. In issuing the warning, the Revenue Department said it was mailing the license rates to privilege license taxpayers throughout the state along with application blanks for new licenses which must be filled out, and returned, by June 1.

Wilmington

Century Theatres, Inc., purchased the Carolina, Wilmington, N. C., which has a seating capacity of approximately 1,000, and formerly owned by North Carolina Theatres, Inc. The new corporation has authorized capital stock of \$100,000, and is headed by Carl C. Dobbins, president. Other officers are Mrs. Carl C. Dobbins, vice-president, and treasurer, and Mrs. J. A. Olsen of Charlotte, secretary. Dobbins will serve as manager of the Wilmington theatre, and will be succeeded as manager, National, here, by James A. Burrell, former manager, Carolina, Wilson, N. C.

Tennessee Covington

W. F. Ruffin, Jr., president, Raco Enterprises, Inc., announced plans and specifications approved for further expansion during 1951. . . . At Hickman, Ky., the Ritz Dairy Castle was opened, located on the lot east of the Ritz. . . . Three drive-in restaurants will be opened at Covington, Halls, and Martin, Tenn., being named the Tally-Ho Dinette, serving foods at the most reasonable prices and manufacturing frozen malt and ice-cream for retail sale. The Dinettes will be located as follows: Covington, on the lot west of the Ruffin; Halls, on the lot west of the Halls, and Martin, on the lot east of the Varsity. . . . At Newbern, Tenn., the grill located in the Palace building will be reopened with all new equipment. On the lot west of the Palace, Newbern, The Palace Dairy Castle will be open for business within 60 days. . . . Plans and specifications have also been completed for a drive-in at Covington, to be named the Sunset Drive-In.

NEWS OF THE

Territory

Chicago

Jim Ellis and H. Haskins opened their outdoor at Malden, Mo. . . . Sidney Silverman was named manager, Harlem Drive-In.

A bill introduced in the Illinois legislature provides for the licensing by county boards of drive-ins located outside city limits. . . . The Harper, a South Side neighborhood house, Schoenstadt Circuit, adopted a first-run policy. . . . Bill Conway remodeled the front and foyer of his Irvin, Connelton, Ind.

The A B C Drive-In is on a first-run schedule. . . . Frank Flaherty, former Columbia sales manager, opened a premium sales office. . . . Guy Hancock is now operating the Roxy, Pendleton, Ind.

The Hinsdale, Hinsdale, Ill., with its name changed to the Salt Creek, has been leased for summer stage plays by a stock company. . . . Mothers of 65 and over were guests of the Ritz, Berwyn, Ill., on Mothers Day. . . . A dinner dance will be given by the Chicago branch, Colosseum of Motion Picture Salesmen of America, at the Morrison Hotel on June 30.

Ralph Buttolph, Riceville, Ia., bought the Lime, Lime Springs, Ia., from John Miller Minneapolis. . . . John Balaban, B and K chief, who underwent an operation in California, took a checkup at Michael Reese Hospital.

Frank Smith, veteran RKO executive now directing public relations, took, with his wife, a cottage in Michigan for the summer. . . . Sidney Silverman was named Harlem Drive-In manager. . . . Harold P. Hile, Columbus City, Ind., bought the Star, Fremont, Ind., from Mr. and Mrs. Lyle Leas.

George Sommers, 73, and his wife, who were guests on a "Welcome Travelers" broadcast, said they will rebuild their theatre at Unionville, Mo., which was destroyed by fire.

Bud Bogen was named assistant manager, Grand. . . . A bicycle is awarded every Friday night at the High-Way Drive-In, Marion, Ind. . . . Sam Krimstein left the Logan managership to enter the theatrical display business.

A directed sale of the building housing the Tower was asked of Superior Court

by two minority stockholders "before the full impact of video is felt, and while there is still a fair market for theatre properties." The corporate owner is leasing the theatre to B and K.

Ludwig Sussman, Adelphia owner, received plaudits from Kiwanians for giving free admissions one day to members of the schoolboy patrol wearing their official belts. He also admits free members of a nearby Army Air Force School.

Theatres are closing at the rate of one every two weeks, according to a report by City Collector William Predergast, with a resulting loss to the city of about \$6,000 a week in amusement taxes and more thousands in license fees. It is estimated that 55 houses have closed since Jan 1, 1948, when the amusement tax was put into effect.

The opening of the drive-in, managed by L. M. Lucas, between Vincennes, Ind., and Lawrenceville, Ill., was marked by two free admission days.

A drive-in and recreation center is being planned by Kerasotes Theatres for the Springfield, Ill., area. . . . A wage increase demand by projectionists led to picketing of the drive-in at Centralia, Ill., owned by E. W. and Homer S. Butler.

John Balaban, B and K president, sufficiently recovered from his recent operation, went to New York. . . . Attorney Seymour F. Simon attended to anti-trust suit interests of the 64 Drive-In, Muskogee, Okla., and the Crest, Wichita, Kans.

Kim Theatre, Ind., was formed by Henry Englestein, Keith Parsons and Alice M. Anderson. . . . Jack Isbee and Morris Weisell bought the Metropolitan, Highland Park, Mich. . . . Rex Loggans was promoted to assistant manager, Portage.

H. and E. Balaban acquired the Hilltop Outdoor, Joliet, Ill., and the Robin Drive-In, Rockford, Ill. . . . Keith Coleman purchased the Uptown, Mt. Carmel, Ill., from T. Coleman.

Carl Russell, with B and K for 17 years, left his post as Gateway manager to join the army, having been in the reserves. . . . K. F. Wilcox bought the Rialto, Pekin, Ill., from Great States Circuit.

Dave Ross, former ELC salesman here, joined RKO as Missouri salesman. . . . James Moore was named assistant manager, State-Lake. . . . The Bryn Mawr gave the use of its lobby to a Girl Scouts troop for a money raising drive.

Jacques Weiss, a chemist from France, took a job at the World Playhouse to

learn the English language. . . . Hector Bishop, former Cine manager, relieved manager McNeil Smith, Congress, who took an early vacation.

Eddie McErlane, veteran Warners booker at Minneapolis, convalesced at home after a serious illness in the U. S. Veterans' Hospital.

Dallas

"This is Texas Films," a subsidiary of Nationwide Pictures, has taken over the distribution of the series of six shorts. Hi Stollins is now heading this new organization. The series, "This is Texas," consists of six 10-minute subjects, "Invisible Rivers," "Bells for the Tejas," "Swords and Plowshares," "Texomaland," "Town and Country," and "Spanish Texas." The new plan of release will be to play the subjects gratis, with local or regional sponsors paying the costs of servicing exhibitors. Stollins points out that a sponsor is not an advertiser, and that no advertising is to be used in the new project and plan. The "This is Texas" series has never been released to the independent or small exhibitor, although the subjects have played major circuits throughout the southwest.

"Toad" C. D. Leon left for his ranch in New Mexico for the summer. . . . Wallace Walthall, National Screen Service, brought back reports of an inspiring convention of Variety Clubs International. He went on to New York City, and was the guest of John Griggs.

Paul Short, division manager, National Screen Service, was doing well after a minor operation. . . . Jack Bryant urged as many members as possible to attend the meeting of Tent 17, Variety Club, at the Adolphus Hotel. Plans for the Turtle Derby for Boy's Ranch were announced and a number of new members inducted into the organization.

Ray Colvin, president, Theatre Equipment Dealers Association of America, was in, meeting with the southwestern equipment dealers at the Adolphus Hotel.

Phil Isley, Phil Isley Theatres, and C. E. "Pappy" Dolsen, "Pappy's" Showland, were elected trustees in the Variety Foundation of Dallas, succeeding R. I. Payne, chairman, and William O'Donnell, whose terms expired. Meyer Rachofsky, vice-chairman, was elevated to the chairmanship, replacing Payne.

Frederik Hansen, National Theatre Supply, received word that his mother, Mrs. Margaret Hansen, 86, had died in Odense, Denmark. Hansen had last visited his mother in 1938.

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Denver

Fred Brown, film buyer-booker, Black Hills Amusement Company, remained in a serious condition at St. Luke's Hospital, where he was receiving blood transfusions in preparation for X-rays to determine the nature of his illness. While he is laid up Charles Klein, and son, Richard, are in from South Dakota to look after the booking and buying.

John Wolfberg, president, Allied Rocky Mountain Independent Theatres and Wolfberg Theatres, has one hand bandaged as the result of catching it in a closing car door. . . . Bruce Marshall, Columbia salesman, is recuperating nicely from an operation at St. Luke's Hospital. . . . Mr. and Mrs. H. D. Bergtholdt bought the Hi-Way, Deertrail, Colo, from Mrs. Frank Whalen. The house will be managed by Mrs. C. L. Kinney.

Mr. and Mrs. Sam Langwith, Western Service and Supply, are on a vacation trip to Canada and the 30th annual reunion of his graduating class at Rutgers University, New Brunswick, N. J. . . . Fred Hall, owner, Variety, Akron, Colo., bought the Sun, Akron, Colo., from Frank Young.

Visitors included: Wilbur Williams, Boulder, Colo.; Claude Graves, Albuquerque, N. M.; Nathan Greer, Santa Fe, N. M.; Joe Novak, Pueblo, Colo.; Clifford Butler, Albuquerque, N. M., and C. L. Canda, Westcliffe, Colo.

Des Moines

Gorham Motors, Dunlap, Ia., purchased the Royal, Dunlap, from Thomas D. Rider. . . . The 525-car Hillcrest Drive-In near Cedar Falls, Ia., opened, and is the first drive-in in Iowa to have lighted speaker boxes. . . . Carl Olson, former ELC manager, is with his army reserve unit for 15 days of training.

A. Don Allen, Sioux City, Ia., manager, and Jimmie Redmond, director of advertising and publicity, Tri-States Theatre Corporation, are switching jobs. Allen, city manager at Sioux City for the last three years, will take over the same post he formerly held at Des Moines. Redmond has been director of advertising and publicity for the past two years.

Bob Conn, formerly sales manager at Kansas City for 20th-Century-Fox, has been named manager at Des Moines succeeding Ralph Pielow, Jr. Dave Gold, formerly a salesman in the Des Moines territory, takes over Conn's job at Kansas City.

Los Angeles

Charles P. Skouras, president, National Theatres and Fox West Coast Theatres, has been selected for the third consecutive year to head the Community Chest publicity and information committee for 1951. Assisting Skouras will be Margaret Ettinger, publicist; George Murphy, William Srere, Metzger-Srere Theatres; Thorton Sargent, public relations director, National Theatres, and others.

George Smith, formerly with Columbia, First National, and Enterprise, has been named purchasing agent for Monogram-Allied Artists by Clem Peoples, studio manager, to replace Blanche Newbold.

Milwaukee

Exhibitors are watching Standard Theatres' latest innovation. The 41 Drive-In, with the double screen setup, is to be converted into two separate outdoor theatres, each with a capacity of 1,000 cars, individually showing different pictures. Under the proposed arrangement, patrons will be able to move from the exit of one theatre through the entrance of the other, and still have time to see another show.

St. Cloud Amusement Company theatres have been experimenting on a letter-approach-to-the-patron. It worked so well that the Oriental's Joe Reynolds decided that it could muster up some action. St. Cloud's letter gives a resume of both pictures on the bill. Reynolds says he was surprised at the reaction of his patrons, and intends to continue sending out the explanatory letters.

Miss Gertrude Puelicher, lecturer and radio moderator, has received the Junior Achievement Award for "outstanding work during the last year." . . . Gus Jahnke held off on showing Mexican pictures at his New Royal until neighborhood demand was sufficient to start them again.

Wallace Konrad, Princess, State, and Tivoli, Fox-Wisconsin, approaches his booking chores in a fashion similar to the most enthusiastic race sheet expert. Weather predictions, seasons, trend, and various other angles are included in his technique.

Miss Irene Preston, AITO of Wisconsin, needs no introduction in this area, but give her a buzz, she has some news for you.

Minneapolis

Plans developed recently by William F. Rodgers, MGM vice-president, and his field sales heads to aid hardship theatres were outlined to the MGM sales staff by Burtis Bishop, Jr., midwest sales manager. Bishop said that each case of hardship will be thoroughly checked by the local exchange heads, "and every effort made to keep distress theatres running."

Roy McMinn., Beacon, Superior, Wis., acquired a long-term lease on the Nicholas, Fairmont, Minn. He purchased the equipment outright. . . . Paul Riese is the new owner, Cozy, Jeffers, Minn. . . . Free shows started in the city park at Hall City, Minn. Films are paid for by merchants at \$1 a head. . . . Walter Auel purchased the Fort, Montfort, Wis. . . . Glenn Huerd has been named manager, Berger Circuit's Riviera, Hastings, Minn.

J. M. Robinson installed new sound equipment in the Virginia, Bridgewater, S. D. . . . Ralph Christenson purchased new equipment for his Park, Watford

City, N. D. . . . John D., favorite horse in the Jack DeMarce stable, won the feature \$4,000 harness stake race at Bronxville, N. Y. DeMarce, Benson, Minn., theatre owner, is recovering from an operation at St. Mary's Hospital.

Oklahoma City

Mr. and Mrs. Morris Loewenstein, Majestic, returned from a trip that included the Kentucky Derby and the Variety Clubs International convention in Philadelphia.

Claude York is now manager in Dallas for United Artists. The sales position left open by York's advancement was filled by Jack Emenhiser, formerly employed as salesman by Republic.

Miss Annabell Lee Schroeder is the new billing clerk at Paramount replacing Frances Vernon, resigning to move to California. . . . Rapid progress was being made on the completion of the Harbour by C. and R. Theatres. The Harbour is located where the old Liberty stood. It was almost completely torn down, and rebuilt.

The Ray, Tonkawa, Okla., has been completely remodeled by manager Edwin Phillips. This is a Thompson theatre.

Bill Jenson, who has owned and managed the Pix, Wewoka, Okla., for the past 11 years, has sold a half interest to W. Fiske Marshall, Harrison, Ark. Fiske will be the active manager of this theatre, which is being completely remodeled.

State exhibitors seen were: Roy Tidwell, Roxy, Barnsdall; Mrs. W. T. Henderson, Mawil, Medford; Harry Sachs, I. B. Delman Theatres; Claude Thorp, Gem, Ryan; Wesley Hodges, Bulldog, Weatherford; W. T. Kerr, Platt, Sulphur; A. J. Sigmund, Sigmund, Lexington; E. B. Anderson, Riverside Drive-In, Norman and Ardmore; V. E. Ham, Okla, Frederick, and Raymond Sparks, Majestic, Temple.

Portland

Jerry Gamble has resigned as assistant, Paramount, and was succeeded by Dean Matthews, formerly with the Baghdad. . . . Virgil Farquar, for years with the John Hamrick Theatres, has come back in the business, and has been named assistant to Robert Anderson, city manager, Hamrick Theatres, with offices in the Music Box. . . . The Rio, Dalles, Ore., was badly damaged by fire. . . . Jack Matlack, J. J. Parker Theatres, was making plans for a "Queen for a Day" contest with prizes \$2,000 plus. . . . Evergreen is making plans to remodel the McDonald and Rex, Eugene, Ore. . . . Walter Compston, RKO, was in on "Kon-Tiki." . . . Archibald Holt, U-I representative, covering southern Oregon, was in.

St. Louis

In Unionville, Mo., the 400-seat Royal was heavily damaged by a fire that swept through the east side of the Public Square.

In East St. Louis, Ill., the East St. Louis Carpenters Union Local 169 is reported to have made an earnest money payment in connection with a deal to purchase the Roxy building. The building has been under lease to the Frisina St. Clair Amusement Company, but the Roxy has been closed since early in March.

In East St. Louis, Ill., the future of the Avenue appeared dark and most uncertain as a result of the drastic action by the Federal Internal Revenue Department in padlocking the old show-house to enforce payment of taxes due to Uncle Sam.

In Mount Olive, Ill., the Mount Olive Drive-In will be opened about June 15 by its owner Louis Odorozzi, Staunton, Ill. The booking and buying for the drive-in will be handled by Co-operative Theatres.

In Eldorado, Ill., the 550-seat Nox has been sold by Delbert Wagner to the Turner-Farrar Circuit, headed by Oscar Turner, Harrisburg, Ill., which also operates the 500-seat Grand, and the 634-seat Orpheum. The Nox has been closed. Previously, the Turner-Farrar Circuit purchased the Nox, Carrier Mills, Ill., from A. M. Chamness. The Nox, Carrier Mills, also has been closed. The Turner-Farrar interests also have the 500-seat Grand, Carrier Mills.

In Herrin, Ill., the 425-seat Annex has been closed for the summer by the Marlow Amusement Company, headed by John Marlow, who also owns and operates the 1400-seat Marlow and also the Marlow Drive-In, an 800-car project.

In Normandy, Mo., the 500-seat Normandy closed for the summer.

Area U-I salesmen switched to company-owned automobiles. With both RKO and MGM to also adopt the policy of providing their staffs with company-owned machines, all of the major companies in this area will have eliminated the old policy of having salesmen run their own machines.

Out-of-town exhibitors seen in recently included: Frank X. Reller, Wentzville, Mo.; Dean Davis, West Plains, Mo.; L. A. Lieber, Pacific, Mo.; Paul Schroeder, Lebanon, Mo.; Ed Fellis, Hillsboro, Ill.; Jimmy Frisina, feature buyer, Frisina Amusement Company, Springfield, Ill.; Bernard Temborius, Breese, Ill.; Harry Blount, Potosi, Mo.; William Collins, DeSoto, Mo.; Loren Cluster, Salem, Ill.; Herman Tanner, Vandalia, Ill., and Joe Goldfarb, Alton, Ill.

Jimmy Frisina, feature buyer, Frisina Amusement Company, Springfield, former Illinois amateur golf champion, was one of the real big guns in the round-robin amateur invitation golf tournament at the Westborough Country Club.

Salt Lake City

All of the office force of ELC has been absorbed with the exception of Delma Pantuco, availability clerk, now with the Waller Bank Company. Al

Sterzer is booker for Lippert; Jack Swanson is with the Mendenhall interests, managing the Penny and Granada, Boise, Idaho; Theresa Turley is cashier at Republic; Par Swanson is a cashier at U-I, and Eileen Thompson is booker-secretary, MGM.

Carl Medley, branch manager, MGM, was in Los Angeles attending a sales manager meeting. . . . William Porter, Hollywood home office auditor, was at Monogram. . . . Dick Stafford, previously out of the Denver territory, is Montana salesman for Warners. . . . F. T. Murray, New York, was at U-I.

A meeting was scheduled for June 4 by the Variety Club to accept the Utah chapter, United Cerebral Palsy Foundation, charter.

O. J. Hazen, president, Service Theatre Supply, was spending time at home with son Dick, on leave from the air corps. . . . Service Theatre Supply is completing an ozoner on the foothills east of the city. Dave Edwards, Lawrence Theatres, is owner. This is a double-screen job. . . . STS finished an open-air theatre at Dugway Proving Grounds for Willard Woods, a 450-seat, bleacher-style place.

Plans are going forward for the annual round-up on June 13, 14, and 15. The event will be held in new territory, with the Newhouse Hotel and Fort Douglas golf course the main locations. This event attracts more than 125 owners and distributor-representatives and wives from Utah, Idaho, Montana, Wyoming, Nevada, and California. A Calcutta stag buffet at the Newhouse Hotel will open the round-up. While this is in progress, a no-host dinner for wives of the visitors will be conducted at Fort Douglas Country Club, followed by the screening of a picture at Paramount. June 14 events include the golf tournament and open house at the Variety Club, with Tent 38 and the Women's Motion Picture Club as hosts. A victory dinner-dance at the Newhouse will conclude the program on June 15.

San Antonio

Eph Charninsky, head, Southern Theatre Company, returned following a visit to New York and Washington. . . . Dick Landsman, city manager, Statewide Drive-In Theatres, is now stationed at Kelly Air Force Base as a second lieutenant. John Berkhart, his assistant city manager, is presently stationed at Lackland AFB as a first lieutenant. . . . Gustavo Lavenant, Haydee, Dilly, Tex., was in, and told local friends he is appearing as master of ceremonies and announcer on a daily Spanish language broadcast on KPOB, Pleasonton, Tex.

Ansel Gaines, owner of a drive-in at Beeville, Tex., and manager Joseph Salazar were in. . . . Carmen Lopez is the latest narrow gauge exhibitor. He is showing 16 mm. programs at Kerrville, Tex.

The Video Amusement Company, opened the new Esquire, Cleburne, Tex.

Clyde Young is manager. Free roses were given to each lady attending the opening night performance. . . . Mr. and Mrs. George H. Moore purchased the Fain, Sourlake, Tex., from Fain Theatres.

Joe Brown, manager, Long Theatre Circuit, Texas City, Tex., announced that construction has been started on the first drive-in for that town. It will have a 700-car capacity, and is expected to be completed within six to eight weeks. . . . Mr. and Mrs. Lon Thigpen leased the Lyric, Omaha, Tex., and will reopen the house following remodeling and re-decorating. . . . Roy S. O'Hara has been named manager, Galena, Galena, Tex. He was formerly manager, Venue.

At the Wagon Wheel Drive-In, recently opened at Spearman, Tex., owned and operated by J. W. Wilbanks, he has constructed a ramp where eight airplanes may park. Two lighted runways have been provided, where planes may land and take off.

W. P. Minnich, manager, Ritz, Corpus Christi, Tex., awarded numerous gifts to the first baby born on the opening day of "Father's Little Dividend."

Ernest Pearson is the new manager, Capitol, Austin, Tex. . . . Returning from a brief visit to Riesel, Tex., was W. F. McFarlin, Capitol, Austin, Tex. . . . Interstate Theatre officials announced that the world premiere of "Fort Worth" to be staged at Fort Worth, Tex., on June 13 will be held at the Worth and Hollywood and other theatres if necessary.

A \$65,000 drive-in is to be constructed by L. O. Morgan at Slaton, Tex. . . . The Brenham Amusement Company, will remodel its theatre at Brenham, Tex., with \$15,250 to be expended.

San Francisco

Fox West Coast of Northern California, following the lead of the southern office, is conserving personnel. Bookers for the area now number two instead of three, with Pete Vigna, former Valley booker, transferred to manage the Parkside. Robert Weeks, former Peninsula booker, has taken over the Valley district, and James Cox, in addition to San Francisco, will also be responsible for the Peninsula booking. Hazel Glenn, becomes secretary for both bookers. Booking stenographers Peggy Tynan, Marjorie Lane, and Dorothy White resigned, replaced by Toni Hubbard, who will be assisted by Lillian Siegel, stenographer, purchasing department. Other doubling up includes Thelma Gaines, secretary to East Bay district manager Robert G. Rothafel, who will also act as secretary to Robert R. Northmore, head, real estate department, Northern California, replacing Northmore's former secretary, Margaret Rosene.

A farewell dinner was given Harry Seipel, former Peninsula district manager, by district managers and department heads of Fox West Coast. Seipel

leaves for his new post with Hoyt's Theatres, Sydney, Australia. His fellow workers made him a gift of luggage. C. E. Macdonald, formerly of Fresno, Cal., has taken over Seipel's district.

The Cerrito, owned by Fox West Coast, in El Cerrito, Cal., has gone on a weekend policy. . . . Among Northern California's efforts to stimulate box office is that of Fox West Coast, which has drawings every two weeks in its theatres, with prizes of \$1,000 in cash and a trip to Reno for two. . . . Changes in management of Fox West Coast are Arthur Kloth, former manager, Parkside, transferred to the Noe, replacing James Hickenbottom, who takes over management of the Cinema. Rawson Williams, manager, Cinema, has been given the assistant managership of El Capitan.

Two new theatres have opened in the territory, and two have been remodeled. Gale Santocono had the contracts for all four which includes the new Seavue, situated three miles south of the city, and owned by the Visalia Theatre Corporation headed by Samuel C. Levin. Built at a cost of \$100,000, the 800-seater is a single floor, conventional type house. Robert L. Lippert's Terrace Drive-In opened. The 586-car open air theatre is just what the name implies. . . . The Cardinal, Palo Alto, Cal., owned by the Menlo-Mayfield Theatre Company, headed by L. S. Hamm and Walter Preddy, has been remodeled at a cost of \$40,000. This theatre has a 500 seating capacity. . . . The Porter, Woodland, Cal., owned by George Mann, has also been completely remodeled and modernized. Its capacity is 610 seats.

John Forde, president, projectionists' Local 162, was elected business manager to succeed the late Floyd Billingsley. . . . The District Council Committee, Motion Picture Operators of Northern California, met with the theatre operators at San Francisco Employers Council headquarters in order to try to secure an increase in salary under the 10 per cent wage formula as stipulated by the Wage Stabilization Board. The present MPO contracts are not up until February, 1952. The meeting was only for the purpose of a gentleman's agreement in trying to secure an increase on a cost of living basis during the interim of the contract.

Blumenfeld Theatres, Oakland, Cal., issued notices to projectionists and all other union employees that the 1471-seat Esquire is to discontinue its weekday matinees. . . . Frank Woods, Robert L. Lippert executive, will take his vacation prior to his transfer to the Lippert Los Angeles studio, where he will take over the assignment of producer. . . . Geroge Stribling, booker, Columbia, is passing cigars. His wife, Martha, who has been working as a stenographer at Paramount, presented him with a seven pound, three ounce boy. . . . Carl Schott, Columbia salesman, is sporting his new company Ford.

At Blumenfeld's executive offices, Dana Sullivan, switchboard operator, resigned to be with her husband in Oklahoma. She has been replaced by Helene Levy, formerly of RKO. Kathy Petray, secretary, Blumenfeld purchasing department, resigned to accompany her husband, who has been transferred by the armed forces. Elizabeth Duncan takes over Miss Petray's job. . . . Abraham Berry, General Theatrical office manager, was scheduled to return from his vacation. . . . Ethel Castillo has been added to the personnel list of MGM. She will be relief girl. . . . Paramount was busy with plans for its picnic at Marsh Creek. George Carmone, picnic committee chairman, was assisted by Walter Lange and Shirley Rodriguez.

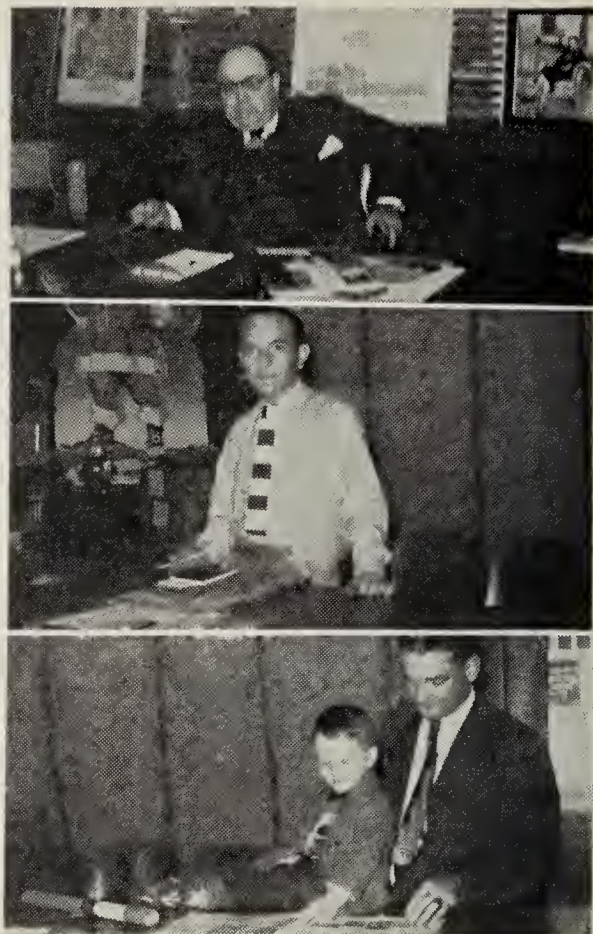
Notices went out for the Variety Club picnic on June 23 at Searsville Lake. Freda Fleishman, office manager, National Screen Service, has been active on the picnic committee. . . . Teddy Gelber, at one time with Paramount, is now a booker at 20th-Fox. . . . Patricia Sexton, Washington, D. C., replaced Maurene Jones who resigned as secretary to Frank Woods, Lippert Theatres. Miss Jones has gone to live in Washington, D. C. . . . Mark Alling and his publicist, Bill Blake, knew the value of tying in with the Blood Bank when stars arrived here to herald the world premiere of "Hard, Fast, and Beautiful," Golden Gate. . . . "Kon-Tiki" has proven the biggest draw ever known at the Vogue, San Francisco Theatres, Inc., arthouse, according to Irving M. Levin, divisional director. . . . Jack Marpole, manager, National Screen Service, brightens the day for his employees by bringing in armfuls of roses and lillies from his residence.

Exhibitors heard Hollywood's viewpoint on industry problems as expressed by Dore Schary, MGM production chief, when he talked at the Variety Club.

Seattle

More than 50 Seattle and Northwest exhibitors and their executives were guests of Buck Stoner, western district manager, 20th Century-Fox, at a luncheon honoring Jack Burk, recently appointed branch manager for 20th-Fox. Burk, who succeeds Chilton Robinett, resigned, came up from San Francisco with Stoner. State out-of-town guests included Don Glover, Pullman; Fred Mercy, Jr., Yakima; Paul Volkman, Wapato; Irvine Fey, Renton; Keith Beckwith, North Bend; Joe Rosenfield, Spokane, and from Seattle, representatives of Evergreen Theatres, John Hamrick Theatres, Sterling Theatres, Saffle Theatre Service, Smith Enterprises, Embassy, the B. F. Shearer Company, United Theatres, and James A. Hone, executive secretary, Motion Picture Theatre Owners Association of Washington, Idaho, and Montana.

Many Nisei veterans were in attendance at the premiere of "Go For Broke," Liberty. . . . The Saffle Theatre Service has taken over the buying and booking of the Mildred Bishop Wall interests,



Some prominent theatremen recently snapped in Dallas are, top, Barton R. MacLendon, head, Tri-State Theatres, Dallas, and Liberty Broadcasting System, and, bottom, C. N. Fletcher and son Leon in the NSS office. Fletcher manages Phil Iseley's Crest. Exhibitor Eddie Fedal, Elm Street, Waco, Tex., is also shown visiting NSS in the center photo.

formerly the Pulver Theatres, in Idaho. The group includes three in Lewiston, one in Clarkston, and a drive-in in North Lewiston. Helen Reynolds, secretary to Saffle, and Bob Clark, booker, went to Lewiston to complete the arrangements.

Bob Haase, western division manager, General Registers, was in from Los Angeles. . . . Gil Schoeffler, city manager, Hamrick Theatres, Enumclaw and Buckley, was here for a meeting. . . . James and Mrs. Hone went to Eastern Washington for the holiday. . . . Hannah Trager, Paramount, left on a motor trip to California. . . . Ed Resnick, Eastern Washington salesman, 20th Century-Fox, was here from Spokane, Wash., for a conference with Buck Stoner, western district manager, and Jack Burk, new branch manager. Charles Powers, branch manager, was also up from Portland. . . . The Eddie Waltons purchased a new home in the Carleton Park district. . . . Rush Schmidt, city manager, Hamrick Theatres, Tacoma, Wash., and Cass Smith, manager, Music Box, Tacoma, were in.

Mrs. Jennie Wren Weeks, 65, secretary in the State Park Department, won the contest conducted by Hamrick Theatres in conjunction with the showing of "Queen For a Day," Orpheum.

Among state exhibitors on the Row were: Willard and Ron Gamble, Centralia and Chehalis; W. B. McDonald, Olympia; Joe Rosenfield, Spokane; Martin Brown, Yakima; Lionel Brown, Edmonds; Mrs. Charles O'Connell, Black Diamond, and Les and Cora Theuerkauf, Tacoma.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Among those from here who attended the recent funeral of Philip J. "Pete" Wood, secretary, Independent Theatre Owners of Ohio, in Columbus, O., were E. M. Booth, MGM manager; Frank W. Huss, president, Greater Cincinnati Independent Exhibitors Association, and Maurice White, Mid-State Theatres, Inc.

Rubin Shor, secretary-treasurer, West Virginia Theatre Managers' Association, attended the spring meeting of the Indiana Allied at French Lick Springs, Ind. . . . Maurice Bergman, U-I director of public relations, and Maurice Passero, Screen Classics New York office, visited. . . . William Bein, district manager, National Screen Service, was in Chicago.

Jesse Martini, 20th-Fox inspectress, on vacation in Florida, remembered the office with fruit. . . . Others vacationing were Ross Spencer, office manager, and Charles Goodwin, shipping department, Columbia, and Margie Manser, RKO.

Louise Fasulo, biller, National Screen Service, was married to Loius Holthaus at St. Francis Seraph Church. . . . The Paramount Girls' Club entertained with a dinner at the Sidewalk Cafe for Mrs. Loretta Moellman and Evelyn Boike, who resigned. . . . Jeanne Hariton, NSS booker, is convalescing from a tonsillectomy.

Jack Ruth, RKO shipper, who made a gallant fight for many months against arthritis, visited to show his fellow workers the progress he is making. . . . William Gregory, Paramount student booker, has been promoted to booker in the Kentucky territory, replacing John Buse, resigned. . . . Alice Lowry, formerly an inspectress at Realart, returned to work during a rush period.

J. E. Belcher opened the Breaks Drive-In, Paris, Ky. . . . Renie Reda, former manager, Reda, Vicco, Ky., and brother of Don Reda, London, Ky., is now with the armed forces in Korea.

Visitors included: Durward Duty, Newark, O.; Bob Cannon, Cambridge, O.; Joe Scanlan, Zanesville, O.; Frank Yassenoff, Jack Needham and L. Dugerman, Columbus, O.; Moe Potasky, Troy, O.; Hank Davidson, Lynchburg, O.; Sylvester Morman, Coldwater, O.; Tony Stern, Cleveland; Roy Wells, Dayton, O.; Bob Harrell, Cleves, O.; Dorman Law, Roseville, O.; John D. Kennedy, Stanton, Ky.; Joe Marshall, Danville, Ky.; C. J. Porter, Beckley, W. Va.; Julian Silberstein, Huntington, W. Va.; J. C. Weddell, Lawrenceburg, Ind., and Guy Great-house, Aurora, Ind.

Indiana Allied
In Successful Meet

INDIANAPOLIS—Fun was the keynote of the recent spring meeting of the Allied Theatre Owners of Indiana at French Lick Springs, Ind., with talks by distribution representatives, a banquet, and various social activities all gauged to an atmosphere of relaxation and diversion.

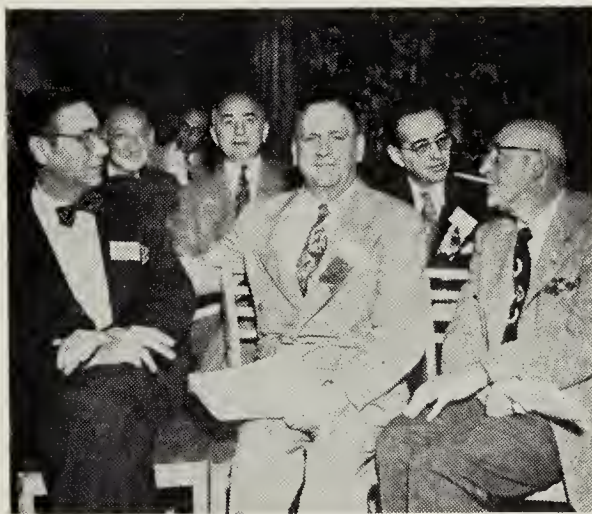
Speaking at the business session, presided over by vice-president Sam Neall, were Maurice Bergman, U-I head of public relations, and Jack Jackson, National Screen Service representative.

Marc Wolf was master of ceremonies at the banquet, at which RKO's Margaret Sheridan was an honored guest. Brief talks were made by MGM's Henderson Richey and National Allied President Trueman T. Rembusch.

Cleveland

More houses in Cleveland and the exchange area are bowing to the summer slump and are either reducing playing time or closing down altogether. Closed are the local Corlett, Cedar, Almira, Union, Market Square, Ridge, Royal, and Jennings; Nixon, Ideal, and People's Circle, Akron, O.; Star, Wadsworth, O., and Lyric, Barberton, O. Eight Cleveland houses are now on a weekend policy, the latest to be included being the new deluxe Lake, Associated Theatres Circuit house.

Akron, O., rubber companies have laid off another 2600 employees because of material shortages. This, added to the 30-hour week in operation during the past six months, leaves little extra cash in the family pocketbook for amusements. Akron and Cleveland are hardest hit, according to exhibitor reports, by falling patronage.



Among those in attendance at the recent annual convention of Allied Independent Theatre Owners of Kansas and Missouri and the National Drive-In Theatre Owners Conference in Kansas City were, front row: William Carroll, executive secretary, Allied Theatre Owners of Indiana; O. F. Sullivan, Wichita, Kans., retiring president, ATO of Kansas and Missouri; William Allen, Towson, Md., national director, Motion Picture Theatre Owners of Maryland, and, back row, Leon J. Bamberger, RKO sales promotion manager; Ben Berger, Minneapolis, Allied States director from North Central Allied, and Trueman Rembusch, president of the Allied States Association.

Charles Rich, who resigned a year ago as Warner district manager to acquire a group of theatres, recently gave back three of the theatres to Northio, from whom he purchased them, the Clyde, Clyde, O.; Strand, Fremont, O., and State, Danville, Ky., and is back in the distribution field, this time as an independent distributor. He has formed Charles Rich Releasing Company, with offices in 1745 23rd Street, to distribute "Seven Days to Noon" and other product.

With the week of June 3 tagged "Jerry Wechsler Week," most theatres in this area were honoring the popular Warner branch manager by inking in additional Warner features and shorts. . . . Bernard Wander, former Shore manager, who moved to Miami Beach, Fla., for his health, writes Associated Circuit's Leroy Kendis that he and his wife aren't too enthusiastic over the place. . . . Bernard Rubin, Imperial head, reports he now has prints of two new Abbott and Costello reissues, "Little Giant" and "Time of Their Lives."

Herbert Ochs, head, Ochs-operated Drive-In Circuit, has the figures to prove that grosses in his Canadian drive-ins are better. Ochs is a great believer in showmanship and advertising. He has almost doubled the takes at some ozoners with all-cartoon laugh shows well advertised by heralds, as well as the usual advertising media. An hour-and-a-half of single and two-reel comedies and cartoons appeal to both young and old, he says.

Henry Greenberger, Community Circuit head and member, ITOO board of directors; Ernest Schwartz, president, Cleveland Motion Picture Exhibitors Association, and Jack Sogg, MGM branch manager, were among those who attended the funeral of P. J. "Pete" Wood in Columbus, O. H. M. Ritchey and John J. Maloney, MGM public relations head and central division manager, respectively, also attended.

Howard Reif, Modern Theatres executive, was receiving birthday greetings at his Miami Beach, Fla., home. His mother staged a birthday party in honor of the occasion. The Reifs are closing their Miami Beach home, and are returning to Cleveland for the summer.

John Urbansky, who disposed of his state Lorain-Fulton and Jennings houses, has been appointed local agent for Wooden Shoe beer.

Rufus Blair, Paramount's public relations department, spent two days on his cross country trip to meet newspaper editors and critics. In addition to visiting with newspaper heads, he screened "Ace in the Hole." He also brought for distribution special art and prepared stories on other Paramount product. A screening for officers and review chairmen of the Cleveland Cinema Club and Motion Picture Council of Greater Cleveland was also held, arranged by Paramount's regional publicity representative Milton Hale.

Robert Richardson resigned from the United Artists sales force, which he

joined when UA took over ELC. Richardson was branch manager, ELC.

Private Thurman Hetzler, Jr., 23, Sidney, O., manager, Capitol, Sidney, is reported missing in action in Korea his parents, Mr. and Mrs. Thurman Hetzler, Miller's Trailer Court, have been notified.

Al Stern, in charge of Warners' advertising art department, was taking his vacation at home. . . . J. Knox Strachan, head, Warner Theatres' publicity department, is back from St. Petersburg, Fla., where he spent his vacation, with his wife and his wife's family.

Lieutenant Donald Wolf, son of Warner Theatres' Ohio zone manager Nat Wolf, is nearer home with his transfer from Fort Worth, Tex., to Fort Knox, Ky. . . . Sid Holland, manager, Fairview, is making a bid for patronage by booking in stage shows on weekends. This has been a successful policy in some spots.

Sam Galanty, Columbia's district manager, and John P. Curtin, Republic district manager, were Film Row visitors. . . . Sam Fritz, former manager, Medina, Medina, O., is gunner's mate on a destroyer and doubles as film booker for the crew. . . . Vincent Lauter, manager, Salem, O., Drive-In, was here to consult with buyer-booker Herb Horstemeier.

Harry Kalmine, Ben Worth, and Louis Kaufman, Warner Theatres' home office, spent most of the week here. It is understood they were in the territory to consider deals for the sale of the circuit's Ohio and Capitol, Sidney, O. . . . Universal-International star Francis was in on a bond selling tour. . . . U-I's Bucky Harris was busy setting publicity on "Hollywood Story," Allen.

Herbert Scheftel and Alfred Hurger, who take over the Hippodrome on July 8 from Warners, will not start operating until the fall.

Harry and Elmer Balaban invested a reported \$150,000 in a new miniature amusement park, Kiddieland, for children. Kiddieland is located in North Randall, O., near the East Side Drive-In, owned and operated by Phil Smith, Boston. The five-acre plot was purchased from Sam Schultz, Monogram, for approximately \$56,000.

The Cleveland Film Council is holding its Fourth Annual Film Festival at Fenn College on June 14.

Charles Meade, who took a leave of absence from Hallmark on account of his health, is managing the North Side Coliseum, Ft. Worth, Tex.

Claire Phillips, whose espionage activities are the basis for Allied Artists' "I Was An American Spy," made a personal appearance at the Ohio premiere of the film at the Hipp on June 8, with saturation bookings in the area. Miss Phillips was accompanied from New York by Harry Goldstein, Allied Artists' exploitation representative.

Detroit

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, was in.

When promotion-minded George Brennan scheduled "Follow the Sun" for his Wyandotte, he decided to check whether Ben Hogan was to be in Detroit for the National Open. Hogan was, Brennan learned from a long-distance telephone call, but he wouldn't arrive until five days after the run. He did promise to send some autographed golf balls to Brennan, however. So Brennan used them for prizes, and came up with another idea. Each evening of the performance, a local golf pro appeared on the theatre stage, and lofted plastic balls into the audience. Some of them contained theatre passes. And, furthermore, every kid who showed up with two golf balls, no matter how old and battered, was admitted free.

Wounded Korean veterans in Percy Jones Hospital, Battle Creek, Mich., benefited to the tune of \$1,500 from a charity performance of "Trio" at the Coronet. Credit for the success is shared by Paramount and the Junior League, which sponsored the show, and brought 700 through a pouring rain to see the picture.

United Detroit Theatres has taken over two new houses on a temporary basis, resulting in some widespread personnel shifts. The new theatres are the Alger and the Regent. Ben Johnson was chosen to manage the Alger. He has been at the Michigan. Aldo Schilling, Michigan service department, was named assistant manager to replace Don Schilling, who became assistant, Ramona. He replaced Edmond Faudman. Marie Olcese, at the Michigan since it opened 24 years ago, was named assistant manager, Fisher. Thomas Byerle was taken out of the booking department to replace Howard C. Holah as manager, Birmingham. Holah is on leave of absence following an illness. Byerle's old spot in booking is being filled by Bob Jones, brought to Detroit from MGM, St. Louis.

Rufus Blair, Paramount publicity department, was due in in connection with "Ace in the Hole."

Floyd Chrysler organized the Chrysler Associated Theatres for buying and booking for exhibitors. Chrysler has resigned as MGM salesman after 24 years with the exchange. He is taking over booking for the Cassidy Circuit, Midland, Mich., immediately. Bud Sampson is taking over Chrysler's territory at MGM.

RKO salesman Frank Jones has added a sixth Jones, a baby daughter. . . . Esther Williams was in modeling swimsuits at the J. L. Hudson department store. . . . Piper Laurie and Tony Curtis will be in town for the premiere of "The Prince Who Was A Thief," Michigan.

Progressive cutting of rentals for films for which exhibitors have to wait

because the exchange does not have a print available was urged by Charles W. Snyder, executive secretary, Allied Theatres of Michigan. He suggested that such reductions would provide an incentive to the exchanges to provide a sufficient number of prints. The problem is particularly important to subsequent run houses, to enable them to take advantage of film advertising, Snyder said. A further reason why exchanges should provide prints in adequate time and sufficient supply was voiced by Glenn Cross, Battle Creek, Mich. He pointed out that the timeliness of television offered a challenge to the film industry to provide entertainment with a similar degree of freshness.

Talent scout Mrs. Jessica Landau, U-I, was in. A talent search is being conducted by U-I and the "Hollywood Screen Test" show in connection with "Hollywood Story," Madison. Detroit's winner will appear on the national talent show.

David M. Idzal, managing director, Fox, here, is chairman of Detroit's 250th Birthday Festival Selector Committee, which will choose a young woman and court of six to reign over the birthday celebration.

"Bitter Rice" was banned by River Rouge, Mich., censors. The picture was given an okeh by the Detroit censor but the River Rouge Council suspected it as being "immoral."

Indianapolis

"The Man From Planet X" and "Mr. Universe," Lyric, had an almost jet propelled showmanship campaign. High point of the campaign, carried through by Lyric manager Frank Paul and fieldman Wally Heim, of Mori Krushen's UA exploitation staff, came with the landing of a helicopter, bearing "The Man From Planet X," before 40,000 spectators at the Indianapolis Speedway. The simultaneous campaign on "Mr. Universe," was highlighted by a city-wide search for a "Mr. Universe" and a "Miss Universe."

Harold Braun, Jr., son of the Film Row projectionist, is preparing to go overseas after being sworn in at Columbus, O. . . . Mrs. Annett Kuebler, Astra, Jasper, Ind., was threatened with pneumonia. . . . The Mark, Milford, Ind., is now operated by Dallas Ritter. The house was sold but was repossessed by Ritter. . . . Walter Kohlhorst, Fairy, Napanee, Ind., was visiting his daughter in Akron, O. . . . Charles Krebs, buyer-booker, Fourth Avenue Amusement Corporation, Louisville, Ky, took his first ride in an airplane with manager Tom McCleaster, 20th-Fox.

Manager Abe Gelman, Columbia, was attending a district managers meeting in Detroit. . . . Jules Serkovich, Columbia, was directing the advertising of "Santa Fe" and "The Brave Bulls," Loew's. . . . Angie Galoff, formerly of ELC, replaced Lorain Toney as secretary to manager Abe Gelman, Columbia. Mrs. Toney retired because of poor health.

Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind., and Tom Newcomb, salesman, National Theatre Supply, ended the exhibitor-distributors soft ball game at the Allied convention, French Lick, Ind., with a triple play.

Ike Sollers, Lyric, Covington, Ind., was confined to St. Elizabeth's Hospital, Danville, Ill. . . . Joe St. Amand, Flora, Ind., opened his new coffee shop in the balcony of his theatre, where tables are arranged to cater to the business clubs.

Patricia Griffis, daughter of James Griffis, Boswell, Ind., was awarded a scholarship upon graduating from high school. . . . Larry Shubnell, resigned his salesman's position with Columbia, to join the Mallers Circuit, Fort Wayne, Ind., as booker and buyer. . . . Henry Hermansen, Brook, Ind., was visiting in Plymouth, Ind.

Manager Tom McKean, Warners, is the grandfather of a baby boy born on May 26 at Methodist Hospital. The mother is Marjorie Weil, whose father operates the Weil, Greenfield, Ind. . . . Harvey Hermanson, Brook, Ind., left for the west coast for an extended vacation. . . . Ruth Rogers is the new biller at Warners. . . . The girls at Warners held a baby shower for Delores Moore, contract clerk, given by Joanne Hoffaker at her home. . . . Mary Ellen Harris is the new clerk in the cashier's department, 20th-Fox. . . . Richard Hildreth, auditor, 20th-Fox, will remain for at least six weeks.

Visiting were: Ed Campbell, Drive-In, Louisville, Ky.; Harry Douglas, Dana, Ind.; Paul Boatman, DeLuxe Drive-In, Clermont, Ind.; A. Bradley, Ritz, Louisville, Ky.; William Studebaker, Logan, Logansport, Ind.; Kenneth Law, Cozy Argus, Ind.; Homer Wirth, Crane, Ind.; E. E. Smith, Devon, Francisville, Ind.; Mrs. Hilda Long, Sheridan, Ind., and Mrs. M. A. Wood, Best, Terre Haute, Ind.

Pittsburgh

MGM announced that as of June 11, Saul Gottlieb, manager, would be promoted to the post of district manager for the consolidated New York and New Jersey branches. Ralph Pielow, New York manager, moves here to assume Gottlieb's former duties.

The Variety Club is planning a testimonial dinner for Harry Feinstein, Warner Theatres zone head in New England. He was chief film buyer and booker for Warner Theatres in western Pennsylvania and West Virginia before being promoted. The affair will be held in the Urban Room of the William Penn Hotel on June 12, and a host of industryites are expected to attend. Chief Barker John Walsh and Abe Weiner, Monogram branch manager, are co-chairmen, with Wally Allen and Henry Burger in charge of arrangements and publicity.

Former owners of two Coraopolis, Pa., theatres were accused of falsifying

admission receipts. The theatres involved are the Coraopolis and the Lyric. William Wheat, Sewickley, Pa., owner, took over the lease of the Coraopolis house early this year. . . . Jess Lund, city manager for the three Notopolous houses, Alliquippa, Pa., is sporting a new Oldsmobile. . . . William Powell, manager, ABC Drive-In, Baden, Pa., is anxious to meet John Walsh Fulton, Pittsburgh manager and Chief Barker, Variety Club, Tent 1. Powell says his dad broke Walsh into show business in Newport, R. I. . . . Warners closed its Prince, and Notopolous closed its State, both in Ambridge, Pa., for the summer. . . . Harold Lee, Lee's Drive-In, Vandergrift, Pa., brought 3200 legal size fish from Canada, and stocked the artificial lake in the back of the drive-in. He charged \$1 a day for fishing privileges. . . . Harry Stahl, who has been convalescing from a heart attack, is well enough now to leave Sharon, Pa., for a six-week rest in the east.

The Hilander, Newcastle, Pa., newly opened house in the outskirts of the city, has started booking stage attractions. . . . Ellwood Ohleger, 20th-Fox, and Alfie Kuhn, Warners, represented the Film Row employees' union at the Tri-State Association meeting in New Kensington, Pa. . . . William Wheat has completed \$25,000 worth of improvements in the Coraopolis, Coraopolis, Pa. He also owns the Sewickley, Sewickley, Pa. Tony Apone is house manager in Coraopolis.

Everyone on Film Row was pleased to learn of the promotion of Saul Gottlieb, Metro branch manager, to New York. Gottlieb will remain here for several weeks to acquaint his successor Ralph Pielow, who comes from New York. Gottlieb started with Marcus Loew as an office boy more years ago than he wants to recall, and was made branch manager about five years ago.

July 15-21 has been set aside by the Warner exchange as "Jack Kalnenson Week" honoring the new branch manager. Paul Krumenacker, sales manager, has been named drive leader. . . . James Christy reopened the Tidioute, Tidioute, Pa., after a week's closing for renovation, seat repairs, and new projection equipment. . . . District attorney John R. Boland, Shenango County, clamped down on all kinds of gambling recently. However, the Liberty, Mercer, and Stoneboro continued "Bank Night" each week. The Mercer Fair was cancelled.

Franklin, Pa., dropped its 10 per cent admission after three years usage. A 25 mill real estate tax plus \$5 per head tax was enacted to replace the revenue lost when the admission tax was eliminated. July 1 is the date for the change.

Norman Fleishman, Brighton, is the father of a third child, Michael Carl.

The mother of Jack Kahn, assistant publicity director, Warner Circuit, is visiting the family in the new Churchill Valley home. She resides in Baltimore,

Md. Kahn played piano last year at the Carnegie Music Hall for a series of old silent movies, and this year has been signed to the same in Bedford, Pa.

Fred Solomon joined the Atlas Theatre Supply as a salesman.

Ray Allison leased the Hollywood, Johnstown, Pa., to Max Bloomberg and Harry Horoff, Beaverdale, Pa., and Portage, Pa., exhibitors. Allison will continue to buy and book for the theatre, and will also take over the booking and buying for the Beaverdale house. Co-op. books the Portage house for Bloomberg and Horoff.

Fred Beedle, president, Allied Theatre Owners, and a Canonsburg, Pa., exhibitor, is busy working with legislators in effort to have theatres exempted from a proposed 75 cents minimum wage bill now in committee in the House at Harrisburg, Pa. Many small town exhibitors feel that they may have to close if the bill includes theatres. . . . Bert Stearn returned from a visit with his wife in Florida.

Fred Beedle, Alhambra and Continental, Canonsburg, Pa., succeeded in obtaining an injunction to stop the town from collecting a proposed five per cent amusement tax. A bill passed in Harrisburg, Pa., some time ago prohibits any town from collecting more than one per cent of its assessed value in total taxes. Canonsburg has a payroll tax, and Beedle claims collecting theatre admissions tax raises the total Canonsburg taxes over the one per cent limit as allowed by law.

The Mars, Mars, Pa., a relatively new theatre, and the only one in the town, closed.

Kentucky Louisville

Seen around were: M. C. Hughes, McKee, McKee, Ky.; Don Steinkamp, Dream, French Lick, Ind.; L. B. Stein, Rialto, Marengo, Ind.; L. B. Fuqua, Kentucky, Eddyville, Ky.; Shirley Chism, New Ace, Brandenburg, Ky.; Gene Lutes, Chakeres Theatres, Frankfort, Ky.; James Totten. Lakeview Drive-In, Pendleton, Ky., and A. N. Miles, Eminence, Eminence, Ky.

According to word received from Dennis Holt coowner, subsequent run Dixie, the theatre will close on June 1. The other partner in the Dixie is John Coxe. . . . The Lake-View Drive-In, Pendleton, Ky., finally rang up the curtain for the current season. It is owned and managed by James L. Totten.

The manager of the St. Clair, Lebanon Junction, Ky., announced that all contestants and winners of the spelling bee at Shepherdsville, Ky., were awarded free passes at the St. Clair to see "The Happy Years."

W. R. Shafer, who formerly operated theatres in Kentucky and the nearby

states, and who recently sold a greater part of his interests and resumed operations in the Florida territory by taking over the operation of the Ridgewood, Daytona Beach, Fla., leased the Worth, Lakeworth, Fla.

Judge R. Kimbler opened a theatre project in Slade, Ky. . . . Seen around was Bobby Marshall, Columbian, Columbia, Ky.

Moses I. Beeler has been appointed manager, East Drive-In, Shelbyville Road near St. Matthews.

Out-of-town exhibitors seen recently included: Jim Howe, Richland, Carrollton, Ky.; J. E. Elliott, Jr., Cardinal, Hodgenville, Ky.; A. N. Miles, Eminence, Ky.; Homer Wirth, Crane, Crane, Ind.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Hugh Kessler, Pal, Palmyra Ind. and Clyde Marshall, Columbian, Columbia, Ky.

In conjunction with the Parkway Drive-In, John Nolan has incorporated in the project a complete kiddieland.

J. C. Davenport purchased the Warner, Salem, Ky., from Roland Foster. . . . In a report of state revenue, compiled by the Department of Finance and the Department of Revenue, tax revenue on amusements for April 1951 was \$22,517.92 less than for a corresponding month in 1950.

Otto Ornstein, father of Edward L. Ornstein, head, E. L. Ornstein Theatres, Marengo, Ind., died at Jewish Hospital.

Ohio Columbus

Twenty candidates for the title of "Ohio State's Lux Loveliest Girl" were presented from Loew's Ohio stage on opening night of "Appointment With Danger."

Jay McGee, manager, Gayety, closed the burlesque house in mid-May. . . . Alexander Trumbull, Loew's Ohio, and his wife will celebrate their 50th wedding anniversary on June 15.

Norman Nadel, theatre editor, The Columbus Citizen, was a guest of Paramount's Rufus Blair at the Cleveland showing of "Ace in the Hole." . . . James L. Sullivan, 38-year-old local printer and father of six small children, plans a second honeymoon with his wife, with the two tickets to New York won in the "Up Front" contest conducted by Loew's Ohio and The Ohio State Journal.

Miles Auto Theatre managers for the current season are Al Buttes, Miles West Broad, former concession manager at the same drive-in; Wayne Rittenhouse, Miles East Main, Reynoldsburg, O., school teacher, and Kenneth Hill, Miles Scioto Drive. Hill has owned and managed the Grove, Grove City, O. Asa Jarvis is general manager, Miles drive-ins.

Gerald W. Watson, son of J. Everett Watson, exploitation manager, Metro Cincinnati exchange, will be wed on June 9 to Elizabeth Downing.

Rioting Ohio State University students, who damaged police cruisers, and lighted a bonfire in the middle of High Street at the campus entrance, invaded the State and University, interrupted showings, and sang songs. No damage was reported.

Anna McGreevey, World, will receive her certificate in dental hygiene in June graduation exercises at Ohio State University. She then will join the staff of Columbus State Hospital.

Norman Nadel, theatre editor, The Columbus Citizen, was guest speaker at the recent meeting of the Columbus and Franklin County Motion Picture Council.

The Columbus Dispatch paid tribute to Philip J. "Pete" Wood, executive secretary, Independent Theatre Owners of Ohio, after his recent death.

Dayton

U-I, Loew's, Warners, and 20th-Fox each filed a separate percentage suit in federal court. Samuel Levin, Allen Levin and Louis Levin as well as several theatre-operating subsidiaries were named as defendants. The theatres involved in each suit are the Sherwood Drive-In, Dayton, and the Stardust Drive-In and Ski-Hi Drive-In, Springfield, O. Recovery is sought in each suit for damages resulting from alleged underreporting of receipts on percentage pictures. Paxton and Seasongood, Cincinnati, appear as attorneys for each plaintiff, with Sargoy and Stein of counsel.

Pennsylvania Bradford

Mark Sanders is managing the Seneca Drive-In, Geneva, N. Y., and not the air base theatres as previously reported. Sanders plans to purchase a trailer, and live in Florida when the drive-in season ends. . . . Robert Davis is manager of the Dipson house here. He opened the Olean, Olean, N. Y., for the same circuit, and, in 1948, opened the new Lyell, Rochester, N. Y. . . . Robert Cannon, Bradford-born, is being transferred by the Shea Circuit. He was formerly in Cambridge, O., and now has been named manager of the two Shea houses, the McKean and the Shea. Frank King, district manager, took charge pending Cannon's arrival.

Erie

Zenny Brothers' Lake is giving away an expensive watch once a week in an effort to improve business. . . . Herman Lorence, former owner, 18th Street, returned after spending several months with his son in Los Angeles. While there he became a grandfather for the second time. Contrary to rumors, he advises he will make his home in Erie, Pa., and not the west coast.

Charles Back, manager, Dipson's Plaza, has been living at a nearby motel with his Great Dane, Duke. He didn't have enough room, so he inserted a clever ad in the papers, and, as a result, now has a furnished apartment on a big farm.

Franklin

Ray Woodward, general manager, Kayton Entertainment Company, has finished acquiring more than 100 signatures necessary for his name to be placed on the ballot in the July primary. He is running for City Councilman. He is also a director of the Chamber of Commerce. He and his wife plan to leave for a vacation in his home town, Hutchinson, Kan.

Johnsonburg

Marshall W. Peterson, Jamestown, N. Y., and coowner, Palace, was in for conferences with manager John Frieberg.

Meadville

Following a residence of only five years, Lee M. Conrad, manager, Park and Meade, has been honored by being elected president, Chamber of Commerce. The day after he was elected, he went to the hospital for an emergency operation but is okeh now.

Northeast

J. Kenneth Blakely expects to be able to leave the house soon, and resume management of his two houses in Northeast and Westfield, N. Y. He sold the hotel at Ripley, N. Y.

West Virginia Beckley

A. I. St. Clair is offering Republic and 20th Century-Fox product to 16mm. drive-in and portable circuit men in the state. He is serving the recently-opened 300-car Iaeger Drive-In, Iaeger, W. Va., which is operating a double feature policy nightly. In-car speakers have been installed in the new ozoner, owned by a mining concern. St. Clair handles Ampro-Arc projectors.

Clarksburg

Both Snyder's and the Warner Skyline Drive-In added miniature trains to their playgrounds. The Skyline is offering free train rides to children. . . . The Robinson Grand featured the Mary Berger Dancers in "Peter Pan" on stage. . . . The Ritz exploited a personal appearance of the geisha girls with "Tokyo File 212."

Gassaway

James J. Duffield reopened the Riverside Drive-In, between Sutton, W. Va., and Gassaway, using 35mm. film. It had previously been a 16mm. operation. The theatre was built by Raymond Thayer, formerly with Alpine Theatres, and now in retail business in Gassaway. Duffield formerly was associated with a taxi firm in Gassaway.



Star appearances recently put over the premiere of Republic's "Fighting Coast Guard," Paramount and Fenway, Boston, with a bang. Seen, top row, left to right, are stars Ella Raines and Brian Donlevy; Hy Fine, New England Theatres executive; Elinor Hughes, The Herald, and Chester Stoddard, New England Theatre Circuit executive; Miss Raines with Rear Admiral Harold G. Bradbury, commander, First Coast Guard District, and Donlevy at the Old Granary Burying Grounds,

where they placed a wreath on the head-stone of John Foster Williams, skipper of the first Coast Guard Cutter, "Massachusetts," and bottom row, left to right, Miss Raines and Donlevy as they paid a visit to Governor Paul A. Dever, center, along with Rear Admiral Bradbury, right; Miss Raines and Donlevy visiting Mayor John B. Hynes, and a scene of the large crowds attracted to the Paramount by the Coast Guard Auxiliary Kiltie Band, the lobby broadcast and many other highlights.

NEWS OF THE

Territory

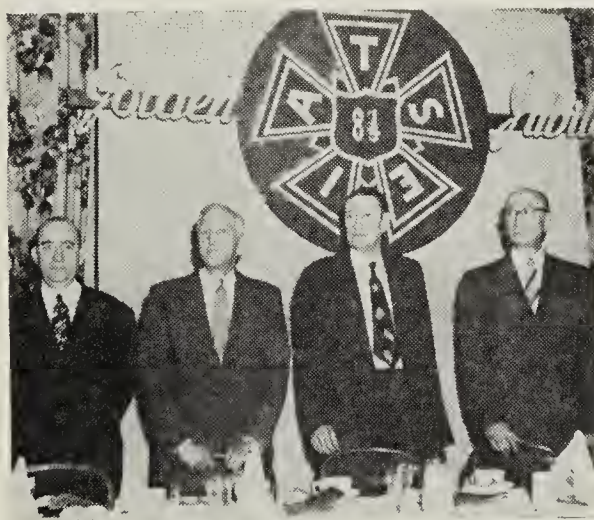
Boston Crosstown

The first public display of an actual motion picture academy award "Oscar" took place when the coveted trophy, won by Jose Ferrer for his performance in Stanley Kramer's "Cyrano de Bergerac," was presented in the main windows of Jordan Marsh. The display initiated a nation-wide tour of the "Oscar" as part of the intensive preparations for the general release by United Artists of the prize-winning picture in July.

A nifty campaign plugging "On the Riviera" was concocted by 20th-Fox publicist Phil Engel and "Red" King, RKO Theatres ballyist, who, along with radio and TV plugs, had a 40-pound bag of sand from Riviera beach flown into Boston via Airfrance. Along with Airfrance manager William R. Campbell, Engel and King met the flight, where the plane's hostess presented them with the sand. Placed in envelopes inscribed, "Make your dreams come true by placing envelope under your pillow," they were distributed to the first 2,000 ladies attending the theatre. The boys also used another gimmick to create interest by sending a beautiful gal attired in a bathing suit around downtown streets.

Girl carried a large colorful parasol with printed advice, "Follow me to the Keith Memorial to see Danny Kaye in 'On the Riviera.'" They topped off the bally by arranging a nifty display of records, albums, and sheet music of tunes from the film in window of the Boston Music Company.

The Swampscott, Mass., first conventional theatre, the Surf, opened recently operated by American Theatres Corporation. It's a stadium-type house, completely air-conditioned, and equipped with 1,000 push back chairs. Operating on a double feature policy, bills will be changed on Wednesday and Sunday. Edward Frizzell has been appointed manager.



At the recent 50th anniversary dinner of Local 84, IATSE, Hartford, Conn., at the Hotel Bond were Richard F. Walsh, International president, IATSE; Charles F. Obert, president, Local 84; Thomas Shea, vice president, IATSE, and Hy Fine, executive, New England Theatres.

Deletions announced last fortnight by the Bureau of Sunday Censorship included the following: "Murder Without Crime," part 1 to 8. (Deletions: Dialogue, "Don't be so damn silly," in part 1. "Oh damn my pajamas," in part 3. "Don't be a damn fool," in part 6. "—when one is damn hungry," in part 8). Monogram. "Pier 23," parts 1 to 6. (Deletions: "You little tramp," in part 6). Screen Guild.

Robert Ungerfeld, U-I special events representative, was in on the first stop of the 16-city tour in advance of the Tony Curtis, Piper Laurie "The Prince Who Was A Thief" personal appearance tour.

Among the industryites present at Secretary of Labor Maurice Tobin's birthday dinner at the Statler were Martin Mullins, Samuel Pinanski, Harry Browning, and Bill Coster.

Film District

The Variety Club scheduled its annual golf tournament for June 26 at the Pinebrook Country Club. The club's famous roast beef dinner will be served following the tourney.

20th-Fox division manager Edward X. Callahan, branch manager James Con-

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The troupe of geisha girls and star Florence Marly, touring the country in behalf of RKO's "Tokyo File 212," recently visited Boston, and are seen above with Ben Doming, managing director, RKO Boston, where they made personal appearances.

nolly, office manager John Feloney, and publicist Phil Engel plan to train to the coast for the company's convention, which is set to get underway on June 12.

Max Levenson, Levenson Circuit, has been discharged from the Beth Israel Hospital, and is now recuperating at home. He plans to open his summer home at Marblehead, Mass., very soon.

Ben Williams is now buying and booking for Lloyd Bridgham who has five theatres in Maine, New Hampshire, and Vermont. The Circuit's three ozoners are scheduled to open by June 15. . . . A meeting of all managers of E. M. Loew's conventional theatres was held at the Bradford Hotel. Loew outlined plans for future operations. . . . Al Rudenstein closed his Capitol, Bridgewater, Mass., and will devote his full time to operating his ozoner at Salisbury, Mass. . . . Ed Callahan, 20th-Fox division manager, has just completed his first swing around his new territory, to which Washington and Philadelphia have recently been added.

Bill Kremmell, Warner booker, is back at his desk following his recent bout with illness. . . . Al Fowler, formerly a Boston press agent but more recently making the coast his base of operations, has returned to his home in Newburyport, Mass., where he is awaiting assignments.

Independent Exhibitors final meeting of the season is scheduled for June 1 at

the Towne House. . . . E. M. Loew's Bristol Drive-In, Farmington, Conn., was set to open. . . . Johnny Dervan and Razz Goldstein, Monogram, were in. . . . Nate Levin, Monogram sales manager, was undergoing surgery at the Baker Memorial. . . . Condolences go to Stanley Sumner, University, Cambridge, Mass., on the recent death of his wife, Helen. . . . E. Harold Stoneman, treasurer, Variety Club's "Jimmy Fund," and a director of the Children's Cancer Research Foundation, was official representative of the foundation at the annual luncheon of the Children's Center.

Lo Richmond, Variety Club Dough Guy, has recovered from his prolonged illness sufficiently to drop into his office for a few hours each week.

John Faloney, 20th-Fox office manager, spent several days calling on Western Massachusetts operators. . . . Eric Johnston was presented with a citation at the recent Protestant, Catholics, and Jews dinner at the Statler. Present on the dais were Martin J. Mullin and Samuel Pinanski. . . . Messrs. Sheeran and Forward completed plans to erect a drive-in at Billerica, Mass., to be known as the Pinehurst.

William Freiday, North Windham, Me., and Eugene Boragine, Saco, Me., joined the Drive-In Theatres Association of New England. . . . June Dunton, switchboard operator, Affiliated, whose wedding is scheduled for early fall, resigned and will spend the summer months in her home town, Bath, Me. . . .



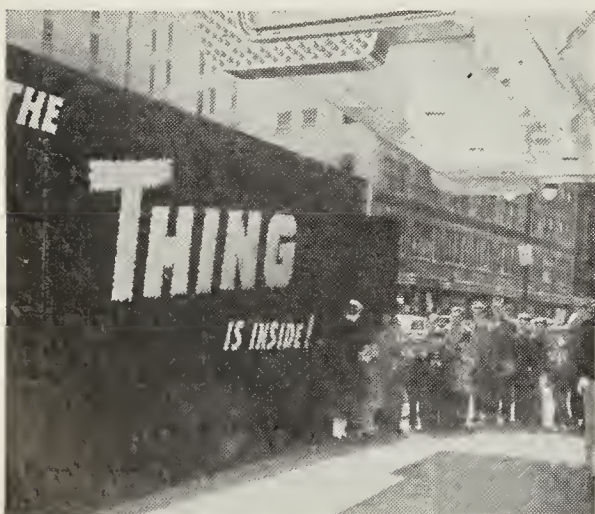
The Lake Drive-In, Waterbury, Conn., whose attractive front is pictured above, will soon celebrate its first anniversary.

Variety Club associate member Ben Spinoz is at the Phillips House. . . . A meeting of directors of the Children's Cancer Research has been called for June 8 at the Hotel Statler by President Martin J. Mullin.

New Haven Crosstown

Tony Casella, Roger Sherman projectionist, is home from the hospital, and friends may write him at 18 Concord Street, Hamden, Conn. . . . The new name for the recent addition to the Ben Segal family, he's manager, Shubert, is Susan Rebecca. . . . The Crown showed two endings of "14 Hours." . . . H. Cohn, Dixwell, contacted the Board of Education in New Haven and Hamden, and tied up for "Beaver Valley." . . . Loew Poli manager Morris Rosenthal and aides worked out a nice campaign for "On The Riviera," and also followed with a fine bally buildup for "The Great Caruso." . . . Herman G. Hegewald had a story in the Elm City Clarion about his retiring after 50 years in show business. He was in Ansonia's Capitol 17½ years and with the Bijou five-and-a-half years. . . . Mrs. Mary Basilicato, wife of College projectionist, Anthony Basilicato, is home from the hospital after she became ill in the Superior Court recently, and was rushed to the hospital during the trial of her \$20,000 civil negligence action against the Connecticut Company.

A fast-talking swindler obtained \$30 from cashiers of three downtown sites



J. F. McCarthy, manager, Strand, Hartford, Conn., obtained plenty of exploitation recently for RKO's "The Thing" by use of RKO's huge walk-through truck.



Mike Maselli, Community Amusement Corporation's Star, Hartford, Conn., is seen with Mr. and Mrs. Sunset Carson, western stars, on their recent visit there.



This recent lobby display at the Astor, Boston, featuring beautiful models in costumes of the period and several lion cubs, drew attention to UA's "Fabiola."



The British consul general to Boston, L. C. S. Barber, right, and Mrs. Barber were recently welcomed to the New England premiere of UA's "Oliver Twist" at the Metropolitan, Boston, by managing director Mat Naylor, next to Barber, and Nate Nathanson, UA sales manager.



Arthur J. Stein, Rex, Cambridge, Mass., recently obtained plenty of attention for U-I's "Tomahawk" with the above street bally, which consisted of the "Indian" traversing downtown streets handing out cards advertising the engagement.

when he caused them to become confused in making change. The Paramount, Roger Sherman and College were the houses victimized.

Meadow Street

The Norwalk Drive-In, Norwalk, opened. More than 40,000 yards of rock ledge had to be blasted, and about 80,000 yards of fill and gravel were needed to transform the 15 acres of the swamp and waste land. Special features include a well-equipped children's playground, snacketeria, and accommodations for 670 cars, with RCA in-car speakers. William Hayes is manager. Among those present at the opening were Arthur Lockwood, Lou Gordon, Sam Rosen, Sam Weber, Lockwood-Gordon Circuits and Rosen interests; Doug Amos, district manager; Lou Phillips, Capitol Theatre Equipment, Boston, and others.

In Hartford, Bernard Menschell and John Calvocoressi, Star, donated the house for a late show for the benefit of the North End Citizens Committee Community Center Fund. . . . At the Waterbury State, Bobby Southland's "Stars of Tomorrow" was presented on the stage. . . . Vacation schedules of more New Haven exchanges have been set.

Morris Alderman, 20th-Fox, starts his vacation with a trip to Miami, Fla., to see his brother graduate from the Uni-

versity of Miami. . . . Among visitors around the exchanges were Ernie Dorau and Bill Brown. . . . E. X. Callahan, 20th Century-Fox executive, was in on his tour of exchanges. . . . Ben Simon, 20th-Fox branch manager, planned a flying trip to the west coast to attend a company confab out there, and also will see relatives while in California. . . . John Perakos, New Britain, was around the exchanges using a crutch. . . . Those color displays at 20th Century-Fox are really "eye appealing." . . . Mrs. Richard Petrillo, nee Edwine Serifilippi, 20th Century Fox, was quite pleased to hear when she returned from her honeymoon that her husband had been appointed a city policeman. . . . Wedding anniversary congratulations were in order to Mr. and Mrs. Murray Reider, Community, Fairfield. . . . Ralph Stitt, who formerly was 20th Century-Fox exploitation rep. is now editor for Filmack trailers, Chicago. . . . The Sky-Vue, Drive-In, Torrington, has first-run product.

Halina Victoria, Polish actress, was at the Music Box, New Britain, in conjunction with a double Polish bill. . . . Phil Sherman, who operated the Hamilton, Waterbury, left for Toronto, to become branch manager, 20th-Fox. He appointed S. Levine as manager, Hamilton. . . . The Plaza, Waterbury, closed for renovations. . . . Harriet Skolnick, formerly with Amalgamated, is now working in Morty Katz's office at Connecticut Theatre Circuit.

Jack Byrne, eastern MGM sales manager, was in.

Circuits Loew Poli

The Poli, Norwich, had music store co-op. and other angles for "The Great Caruso." . . . The Poli, Bridgeport, plans a bathing beauty contest for "On the Riviera."

Variety Clubs New Haven, Tent 30

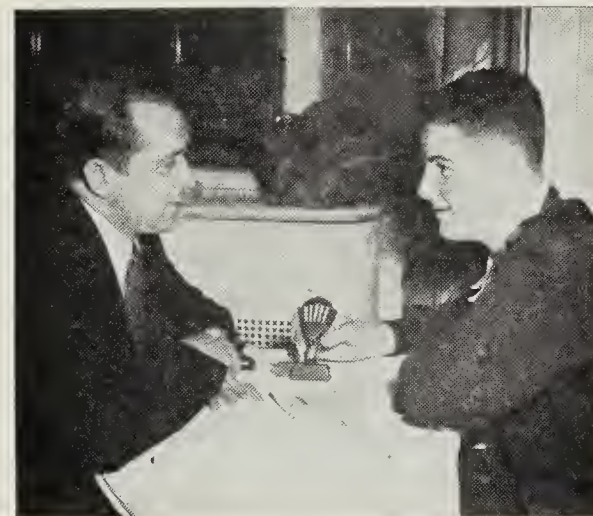
At a recent meeting, plans were formulated for a get together at the Colony Beach Club on June 25. Sam Wasserman was made chairman. Plans called for a cold buffet, music, and other ac-



This attractive sporting goods store window was promoted recently by Lou Cohen, manager, Loew-Poli, Hartford, Conn., and assistant, Norm Levinson, for the run of 20th-Fox's "Follow The Sun."



Among those in attendance at the recent annual convention of Allied Independent Theatre Owners of Kansas and Missouri and the National Drive-In Theatre Owners Conference in Kansas City were, left to right, Jack Braunagel, general manager, Commonwealth Drive-In Theatre Circuit, Kansas City; Leon J. Bamberger, RKO sales promotion manager; Nate Yamins, national director, Independent Exhibitors of New England, and Bev Miller, center, Bev, Leavenworth, Kans.



During his recent visit to Boston in connection with the run of Warners' "I Was a Communist for the F.B.I.", Fenway and Paramount, Matt Cvetic, whose experiences inspired the film, was interviewed for Brookline, Mass., high school students on "How To Combat Communism" by Stanley Moger, son of Art Moger, Warners' field publicity agent.

tivities. Tent members, wives, and friends are invited. Cost is \$4 per person or \$8 per couple.

Connecticut Danbury

Irving Hillman, manager, Empress, received letters of commendation from the American Legion, Veterans of Foreign Wars, and other veterans organizations for his part in the recent highly-successful auction of numerous goods at the theatre, with proceeds going into gifts for Danbury men on active duty with the armed forces.

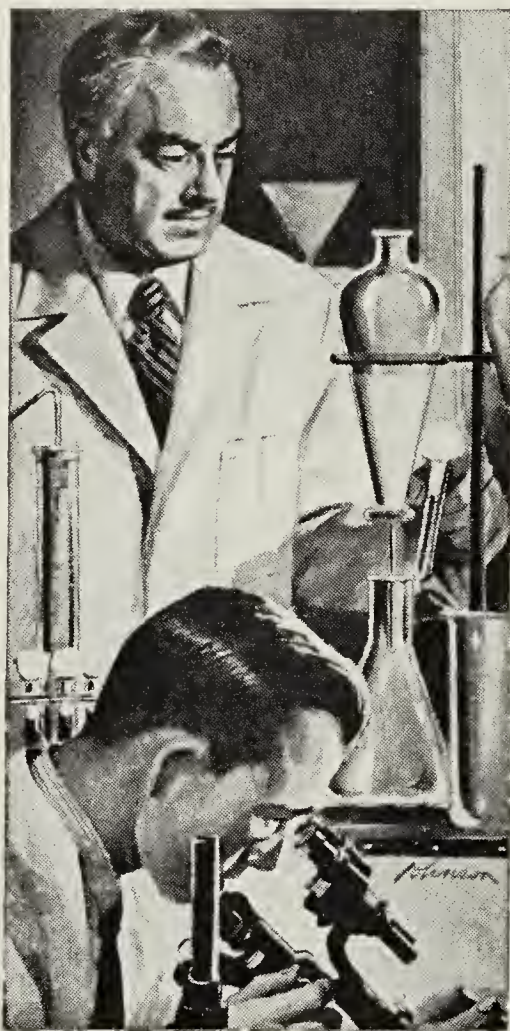
East Hartford

Lewis Turner, projectionist, Eastwood, is observing his 15th year as projectionist.

Hartford

Mel Strauss, Lippert, came in to work with Ray McNamara, Allyn, on "Little Big Horn." . . . Richard Stevens, Columbia, huddled with George E. Landers on "Lorna Doone."

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Manchester

Willard B. Rogers, president, Will Rogers Drive-In Theatre Corporation, has one of the largest cane collections in Connecticut.

New Britain

Donald Borenstein, son of the Strand manager, is slated to enter Boston University's School of Music. . . . All theatres ran the YMCA building fund trailers.

Francis Morse is the new assistant manager, E. M. Loew's. Other appointments announced included: Hector Frascadore, manager, Farmington Drive-In, and Bruno Weingarten, acting manager, West Boylston Drive-In, West Boylston, Mass. . . . Lee Feigin, assistant to Fred Greenway, Palace, and Mrs. Feigin entrained to Miami, Fla.

Michael Mowchan has been named assistant manager, Strand, replacing Ralph Carezza, promoted to the management, Art, Springfield, Mass.

Plainville

Brookie WeWitt, Glackin-LeWitt Theatres, announced the dropping of Monday matinees at the Strand.

Torrington

The application of the Torrington Drive-In Theatre Corporation for a temporary injunction to prevent members of Local 402, IATSE, from picketing the drive-in was heard before Common Pleas Court Judge Raymond J. Devlin, with Judge Devlin ordering attorneys to file briefs in the action which named Anthony Ellis, Torrington, and Edward T. Wood, Burville, president and secretary, respectively, Local 402.

Local 402 signed a contract with the Sky-Vue Drive-In. Local 402 also has contracts with the Warner, Palace, and State.

Massachusetts Fall River

The new Westport Drive-In, owned by Nathan Yamins and managed by George Daab, opened recently with space for 700 cars. The Westport's sole admission charge is \$1 per car, permitting admission of up to six persons per vehicle.

Lynn

Francis, official mascot of the national defense bond campaign, aided manager James Davis, Paramount, co-chairman, Lynn committee, to kick off the local drive. He aroused much enthusiasm, and sold many bonds in his tour, including a visit to the Paramount lobby.

The new Swampscott, Mass., Surf, Fisherman's Beach, opened on May 29 with a show for the benefit of the Swampscott High School band. The theatre is reached by a covered walk, 150 feet long, and the lobby leads to the rear of the playhouse, facing the 50,000 square inch screen, which is at the front, nearest the street. The theatre is at the

rear of a two-story building. Push back seats and the most modern air-conditioning system are features. Edward Frizzelli, formerly with the North Reading, Mass., Drive-In, is the manager. Samuel Pinanski, president, American Theatres Corporation, is the lessee, and William O'Brien, Swampscott, Mass., the principal owner.

Harold Langevin, assistant manager, Warner, resigned.

Maynard

Bert Coughlin, who owns and runs People's, celebrated the theatre's 30th anniversary with a special showing of films taken on the opening day in 1920. Bert Lawton, who played piano at the People's for silent films is still working at the house.

New Hampshire Concord

Governor Sherman Adams' patchwork tax was laid before the House of Representatives in its redrafted form. Among the major changes is a revision of the 10 percent levy on admissions, designed to raise an estimated \$700,000 per year. The redraft would broaden the levy to include all admission charges for "facilities for entertainment or recreation."

Laconia

The Colonial was host to a four-session cooking school sponsored by The Laconia Evening Citizen.

Vermont Barre

In connection with a convention of the National League of Postmasters, the Paramount showed "Appointment with Danger."

Bennington

Louis de Rochemont was here for a preview before Bennington College students at the Harte of "Whistle at Eaton Falls."

St. Johnsbury

The Star gave a benefit performance for the junior high school.

Rutland

The Strand, operated by New England Theatres, Inc., has been closed.

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NEWS OF THE

Territory

New York City
Crosstown

Martin Levine, Brandt Theatres executive, was installed as president of Cinema Lodge, B'nai B'rith. Installed as vice-presidents were Harold L. Danson, Milton Livingston, Richard Malkin, Louis A. Novins, Arthur H. Schwartz, Robert K. Shapiro, and Al Wilde. Jack Weissman was installed as secretary, Jack H. Hoffberg as treasurer, and Albert A. Senft as chaplain. Executive committee members at large who were installed were Max Blackman, Leo Jaffe, Julius Collins, and Fred Schwartz. Lester Gutterman, District Grand Lodge Number One executive, was the installing officer.

Joseph Saloman, eastern distributor, Hallmark Productions, Inc., announced the appointment of Jack Denney, Troy, O., as his publicist for "Prince of Peace" dates in the New York and northern New Jersey area.

E. Z. Walters, comptroller, Altec Service Corporation, arrived from the coast.

A contest for "The Thing," in which all exhibitors in the metropolitan New York area playing the picture were invited to participate, was announced by Robert Mochrie, RKO vice-president and general sales manager. Rules and prizes were announced at a special exhibitor's screening of "The Thing." The contest will be directed by Len Gruenberg, metropolitan district manager, and Terry Turner, head, RKO exploitation department.

"The March of Time's" "The Nation's Mental Health" is having an excellent playoff across the nation. Phil Williams, theatrical sales manager, pointed out that over 50 theatres in the territory already playing the subject.

Margaret Leczer, secretary to William F. Rodgers for the past 25 years, resigning, effective on June 29, to play the full-time role as Mrs. Margaret Blaka. She has been Mrs. Blaka for the past 19 years. . . . As exploitation for UA's "Fabiola," Victoria, a fashion salute was arranged at Bonwit Teller's with "Roman" maidens. A similar fashion show was held at Vanity Fair.

At the annual membership meeting of the New York branch, Screen Actors Guild, recommendations of the New York Advisory Council of SAG concerning contract demands for the employment of players in the production of films for television were approved by an overwhelming majority. Included in the recommendations were day player minimums of \$100 per eight-hour day and minimums of \$375 for weekly free-lance players. Additional payment for each reuse of entertainment films for television or of film spot commercials were recom-



Edward W. W. Warburg, center, national United Jewish Appeal chairman, recently presented scrolls for distinguished philanthropic aid to the UJA at the amusement division luncheon in New York City, and recipients were Simon Fabian, second from left; Barney Balaban, fourth from left, and Sam Rosen, extreme right. Quentin Reynolds, left, noted writer, eyes the proceedings.



This ambulance with uniformed nurse brought a blanketed stretcher-borne figure to Walter Reade's Kingston, Kingston, recently to herald the arrival of RKO's "The Thing." City manager Byron Inderbitzen and manager Betty Riseley engineered the stunt with good results.

mended. A film spot commercial was defined as being two-and-one-half minutes or less in length. Limitation on the reuse of film spot commercials to one year after the first use, which must be within six months of the original shooting, was called for.

The New York Motion Picture Industry Joint Public Relations Committee completed arrangements for a film ex-



This display tying up with the Bob Hope sport shirt was arranged recently to promote Paramount's "The Lemon Drop Kid" by S. L. Sorkin, RKO Keith's, Syracuse, part of an effective campaign.



The dress industry theme of 20th-Fox's "I Can Get It For You Wholesale" recently proved a natural tie-in with a local dress store for city manager Guy Hevia when the film played Walter Reade's Mayfair, Asbury Park, N. J. Two "Susan Hayward" dresses were given away to lucky patrons. Hevia is shown, right, at the theatre's lobby display, with the manager of dress shop pictured at left.



Visiting Buffalo recently for the premiere of U-I's "The Fat Man," J. Scott Smart is seen here with George MacKenna, manager, Lafayette; C. J. Basil, president, Basil Theatres, which owns the Lafayette, and David Miller, head of the Universal branch in Buffalo.

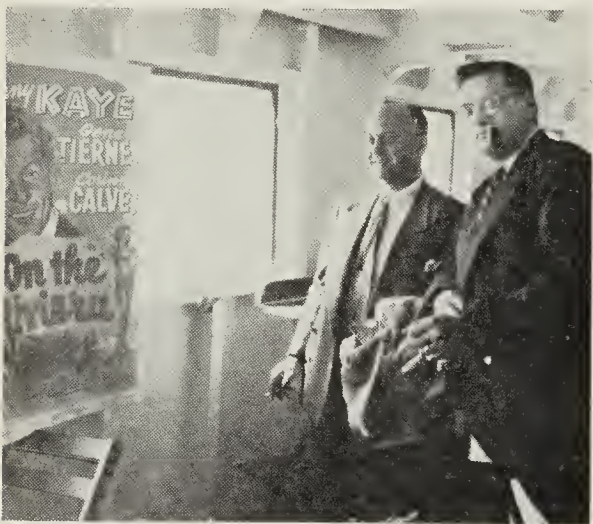
position to be at Grand Central Palace from March 29-April 6, 1952.

Herb Crooker, MGM's publicity department, returned from a tour of film editors and columnists in several cities in the midwest.

Editors from five trade papers will join an RKO committee of three who will judge the promotions of exhibitors in the New York area vying for \$1,500 in prizes being offered by RKO for the best exploitation on "The Thing." They are Walter Brooks, Chester Friedman, Mel Konecok, associate editor, EXHIBITOR; Ralph Cokain, and Alan Ames. They will be joined by S. Barret McCormick, director of advertising; Terry Turner, director of exploitation, and Len Gruenberg, metropolitan district manager, RKO. Originally the prize money was announced as \$1,250. It was decided, however, to increase this to \$1,500, and to hold two separate contests, one for first-run and one for second-run houses. First-run prizes consist of \$500 for first, \$250 for second, \$150 for third, and \$100 fourth. In the second-run division, prizes are \$250 for first, \$125 for second, \$75 for third, and \$50 for fourth. Any theatre in the metropolitan district is eligible.



Neil Hamilton, representing stars of yesteryear, recently received a scroll from Walter T. Shirley, Commissioner of Commerce, City of New York, at an invitational press preview of U-I's "Hollywood Story" at the Museum of Modern Art. Left to right are Carmel Myers, Hamilton, William Castle, director, Shirley, Betty Furness, U-I's Alfred Daff, Patsy Miller, and Josephine Hull.



Dave Katz, managing director, Roxy, New York City, and Mel Konec off, EXHIBITOR associate editor, are seen on the recent boat trip which took the press around Manhattan Isle to The Riviera night spot on a junket plugging 20th-Fox's current musical, "On The Riviera."

Barbara Jane Feldmann and Spyros S. Skouras were married in the Lady Chapel of St. Patrick's Cathedral, and sailed for Europe on a honeymoon on the S. S. Independence.

The Independent Theatre Owners Association of New York announced active support and financial participation in the National Exhibitor Theatre Television Committee, and will participate in the FCC hearings on channel allocation for theatre TV slated for Sept. 17.

The Rivoli was to close for the summer. Warners' Strand also was to go dark for extensive repairs and renovations, including installation of RCA theatre television.

New Jersey Eatontown

Midnight rabbit chasing is the latest feat of H. L. Robinson, manager, Eatontown Drive-In, Reade house. Robinson has a bunny village at the drive-in for the amusement of the kiddies. He was leaving the drive-in early in the morning when near the bunny village he spotted rabbits sitting by the side of the road. Robinson hopped out of the car, and raced cross country after the rabbits.

Fifteen minutes later, he puffed back to his bunny village to see how many had escaped. All 12 were there, peacefully asleep. He had been chasing field rabbits.

Long Branch

Clark Jordan, manager, Paramount, offered a \$25 award to any woman who could sit alone in the house for a midnight preview of "The Thing" without screaming. He lost his \$25 but got a lot of good promotion. . . . The Long Branch Fire Department also helped give the Paramount a plug. The reviewing stand for a parade was placed in front of the Paramount, and the day before the firemen brought over an aerial ladder to decorate the building with flags. The firetruck blocked half of the main street, and a large crowd gathered to watch the firemen scooting up and down the ladder, over, around, and past advertisements for the current attraction.

Newark

Persons in all walks of life paid their last respects to the late Harry K. Hecht, in Passaic, N. J. Hecht, 68, was fatally injured when his automobile crashed into a concrete pillar of a railroad overpass. Besides his many friends who acted as pallbearers, the following business associates served as honorary pallbearers: Cy Fabian, Frank Damis, Daniel Rent-schler, Irving Wormser, Maury Stahl, and Harry Gross.

Dick Schofield, former assistant, Cranford, Cranford, N. J., has been transferred to the Ritz, Elizabeth, N. J. . . . Owen Kearny, former assistant, Ritz, Elizabeth, N. J., went to the Branford.

Richard Hunter, Warner Theatres' booking department, was vacationing. . . . The Hudson, Kearney, N. J., closed.

Joe Minsky, booker, Warner Brothers Jersey Circuit, became engaged to Thelma Barab, Atlantic City, N. J. The wedding will take place on June 22 in Philadelphia.

The following managerial changes became effective at Warner Brothers Jersey Circuit: Sam Engelman, Capitol, Belleville, and Franklin, Nutley; Ray Williams, Sanford and Castle, Irvington; Frank Holler, Ritz, Jersey City, and Roosevelt, Union City; Frank Hall, Capitol and Central, Passaic; John Biondi, Roosevelt and Hawthorne; Jack Conhaim, Stanley and Mayfair, Newark; Sam Roth, Baker and Playhouse, Dover; Andy Garfalo, Fabian and U. S. Hoboken, and Fred Dressel, Capitol and Globe.

Joe Geller left the Castle to become manager, Central, Peter Cimboic went from the Ritz, Jersey City, to the Central, Jersey City, and Tom Cantillo went from the local Mayfair to the Hollywood, East Orange. . . . Ed Kane is back at Warner theatres after illness, and resumed his former post at the Regent, Elizabeth, N. J.

Red Bank

Walter Reade, Jr., has been named to the Monmouth County Democrat party finance committee which will spearhead



Paramount's "Golden Circle" of new film players were guests of honor recently at a reception for press, radio, television, and magazine representatives at the Waldorf-Astoria Hotel during their visit to New York City, and seen with Paramount Film Distributing Corporation President A. W. Schwalberg and the vice-president E. K. O'Shea, are, left to right, Judith Ames, Joan Taylor, Peter Hanson, Mary Murphy, Nancy Hale, Pierre Cressoy, Virginia Hall, Nancy Gates, and Barbara Rush.



New York postmasters recently were honored on the stage of the Paramount, Paramount, New York City, with the opening of Paramount's "Appointment with Danger." From left are postmasters Barnard Sheerin, Staten Island; Frank Cassidy, Flushing; Joseph Sharkey, City Council president, who made the presentations of scrolls; Bob Weitman, United Paramount Theatres; postmaster Abraham Finkle, Far Rockaway; Frank Sinatra, postmasters Moses Symington, Long Island City; Edward Quigley, Brooklyn, and New York's chief postal inspector, Richard Eggleton, at far right.



J. Scott Smart, star of U-I's "The Fat Man," recently aided in the premiere at the Lafayette, Buffalo, by participating in a street tieup with the Henry J auto.

the 1951 campaign in the county. Reade will serve on the committee's three-man executive board.

New York State Albany

The anti-trust suit of John Gardner's Colony Theatre, Inc., against Fast Theatres, a Fabian Circuit subsidiary; Loew's, 20th-Fox, Warners, RKO, U-I, UA, Columbia, and Monogram was settled with the provision that the Colony becomes a second-run 30 days behind first-run and on a par with Fabian's Erie. Drive-ins in the Schenectady territory were moved up to second run. The complaint charged a Fabian monopoly in Schenectady, and sought equal product availability.

C. J. Latta, managing director, Warner Brothers Associated British Theatres, and former upstate zone manager visited. . . . Victor H. Bunz, assistant to Commander Larry Cowan, managing director, Fabian's Proctor's, Troy, is on leave of absence spending some time at North Creek. . . . Phyllis Dembo, Loew's secretary, resigned to accept a position in the Watervliet Arsenal. . . . Lou Lieser, recently appointed branch manager, Lippert, Buffalo and Albany, conferred with Max Friedman, Warner Theatres' film buyer. . . . Chris Pope, Schine booker, and his wife planned a trip to Columbus, O., to visit his parents. . . . Ben and Dorothy Smith left for Bay of Fundy, St. John's, New Brunswick, for a stay. . . . Norman Ayres, Warners' district manager, was in. So was George Waldman, UA, New York. . . . Elinor Reutzel, former assistant cashier, RKO, became the mother of a baby girl at Brady Maternity Hospital. . . . Murray Kilbury, Warner Theatres accounting supervisor contact department, was vacationing. So was Eileen Bird, booking department.

—M. E. B.

Buffalo

Miss Chic James, the Treasury Department's "Miss Defense Bond of 1951," introduced Francis to Mayor Joseph Mruk, and appeared on several radio broadcasts. Miss James and Francis, official mascot of the bond drive, were accompanied by L. G. Brenner, Treasury Department Buffalo office; Bill Slater, U-I, and William Brereton, chairman, theatre bond committee.

Sara Weil, RKO booker, and her sister Ruth Rapoport, Warner booker, were in a stage play sponsored by the Jeddah-Jesters. . . . Al Bondy and Bernard Berlin were in from New York for a conference with Lou Liesser, Lippert.

Joseph Melfi, Jr., has taken over the Hollywood, Holley, formerly owned by G. W. Austin. . . . RKO Film Booking Corporation closed the RKO Temple, Rochester.

Carl Rindcen, Shea's Buffalo manager, was off on vacation. . . . Eddie Miller, manager, Paramount's Center, returned from Lake Nippising, Canada, with a nice coat of tan but no fish.

The Variety Club, Tent 7, held another successful preview, topped off with Clint's famous buffet supper for barkers, families, and friends.

—M. G.



Josephine Hull, who recently completed her co-starring role in U-I's "Fine Day," arrives in New York City from the coast.

Gloversville

In a letter to managers, the Schine Circuit suggested that the theatre contact high school graduates, and invite them as their guests, the idea having been proved successful in previous use. The suggestion was also made that the managers make a point of meeting the grads when they come to the theatre. The circuit is also accentuating its kiddie activities, with an eye toward building business during the vacation season.

Syracuse

Rumors are afloat that Bernard "Flash" McNulty, Strand, will soon be sporting a new car. . . . A new midnight horror show for midnight patrons is in the making at Strand. Evidently Bill Tramubkis' last effort was successful. . . . We would like to hear from Rap Merriman, Franklin, just what the prospects are of a good catch of lake trout at Skaneateles.

Charles Gallagher is new assistant manager, Schine's Paramount, replacing Fred Malone. . . . Charles Graziano, manager, Paramount, is completely happy in his new home.

Floyd Lewis, projectionist, RKO-Keith's, was seen sunning himself on the porch. . . . Larry Lynch, assistant manager, RKO-Keith's does not need a fat man's diet to keep fit, just the walk home up to Fairfield Avenue. . . . Lou Boyd,



On the coast, Alan Ladd is pictured as he recently received an award as the "outstanding Boy Scout alumnus of the year" from Alpha Kappa chapter, Alpha Phi Omega, national college fraternity of former scouts. Deborah Kerr, co-starred with Ladd in Paramount's "Rage of the Vulture," makes the presentation as officers of the USC fraternity look on.

projectionist, Loew's State, was in serious conversation on South Avenue, with George Raaflaub, Schine's Eckel, holding forth across the street. . . . Frank Allen, Allen, Solvay, is still the sparkplug in the Shrine activities.

Charles McLean is new student assistant manager, RKO-Keith's, replacing Charles Goodrich, who went to Terra Haute, Ind., to join Jack Flex at an Alliance house. . . . Sol Sorkin, manager, Keith's, moved into his new home.

Larry Sherman, chief projectionist, Keith's, is trying hard to keep up with the wife, working around the Onondaga Hill estate. . . . Henry Schulties and Stanley Worthman, Schine confectionery department, Gloversville, were in looking over local stands.

Barry Ghezzi was transferred from Schine's Eckel to the Paramount, being replaced by George Snyder, Schine's Strand, Oswego, as assistant manager, Eckel. Manager Charles Graziano, Schine's Paramount, unrolled a 20-foot-carpet in front of the theatre, promoted six new putters and six dozen new golf balls, and invited the public to try its skill in putting. A practice putting cup was placed at each end of the carpet to enable the contestants to shoot either way on the green. Each contestant was given three shots and any one sinking the putt on the first try was given a guest ticket to see "Follow The Sun." A special screening for sports writers on daily papers, pros from local clubs, and sport figures was held. A golf driving contest was arranged at the Lafayette Country Club, supervised by the pro, with the winner receiving a Ben Hogan trophy promoted from a jeweler, with runners-up being awarded guest tickets. This contest was for boys of high school and college ages. The Herald-Journal sports column gave it

(Continued on page NT-4)

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Ask for SAMPLE SHEETS!
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Exchanges

MGM — Elizabeth Hoffman is back after her trip to Alaska. . . . New Jersey booker Virginia Edelestein is enjoying a

RKO—Nora Harkness, film examiner, was accepting birthday congratulations on May 30. . . . June DiMaggio is back after nursing her daughter through a siege of the chicken pox. . . . Ethel Curtis, accounting department, is enjoying her vacation. . . . Sadie Poller Barnett, office manager's secretary, will celebrate

UNITED ARTISTS — Secretary Hilda Frishman had her hands full when her twin boys, Jay and Michael, aged five, had their tonsils taken out. . . . The new girl in the cashiers' department is Georgette Hughes. . . . Biller Janet Moses was accepting birthday congratulations. . . . Al Trilling, now with United Paramount, was around. . . . Sam Davis, Phonecia, visited.

RAMBLIN' 'ROUND—Joan Minervini, Columbia, resigned. . . . Filmack Trailers moved into new and larger quarters in 639 Ninth Avenue. . . . Everyone thoroughly enjoyed "A Tree Grows In Brooklyn," the Bookers Club theatre party selection. . . . Ethel Levinson, Liggett Florin booker, is back after her vacation. . . . Republic's Harriett Lee is back after her vacation.

some space. The English class from Fabius Central High School used the film as part of the regents' examinations, having been brought to the theatre by the teacher. Syracuse University Psychological Center was permitted to set up a battery of flood lights and a camera in front of the theatre in order to take pictures of pedestrians. This was done by a group of graduate students under Ernest G. Beier. This stunt attracted attention, and enhanced the house's relation with the university. —J. J. S.

● Designed to be filed in the ordinary letterhead size cabinet (8½ x 11 inches) this form provides a permanent weekly record of the individual name, social security number, rate of pay, overtime pay, reasons for overtime, and deductions for all purposes. It also provides gross weekly totals of salaries, deductions, raises, etc. One of the most important features is an individual signed receipt by each employee, without their being able to see what any other employee has earned.

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NEWS OF THE

*Territory***Philadelphia
Crosstown**

Bill Kanefsky was named manager, Studio, by William Goldberg.

Mr. and Mrs. Al Plough, he's manager, S-W Stanton, became grandparents again when a son was born to Mrs. June Probinsky. This is the Plough's first grandson.

Vine Street

MGM branch manager Lou Formato was in New York for a home office visit.

Mrs. Betty Brotherton, bookers' stenographer at RKO, resigned to join her husband, a navy man, in Boston. . . . Tommy Sweigert resigned as RKO assistant shipper, and has been replaced by Richard Hagen. . . . Ned Yaffe, Y and Y Popcorn Supply, planned to attend the NCA convention in Chicago. . . . Dick Doherty, 20th-Fox office manager, became a daddy for the third time when the stork delivered a boy baby to his wife. The Doherty's two other children are girls.

Sydney Heldon resigned as field representative of Allied Independent Theatre Owners of Eastern Pennsylvania.

Condolences are extended to Henrietta Weinberg, Republic cashier, whose mother was killed in a Memorial Day automobile accident in which Miss Weinberg was also injured. Miss Weinberg is in Abington Hospital, Abington, Pa. . . . Janet Hallard, Lippert booker, left to go with United Artists.

Mary Corey, secretary to Republic branch manager Norman Silverman, announced her engagement to John J. Fox.

The trade was saddened to hear of the death in Jewish Hospital of Mrs. Sara Harris, 50, wife of Benny Harris, American, after a lingering illness. She was the mother of three daughters, Mitzi, Dotsie, and Claire, and one son, Jack.

Circuits**Stanley-Warner**

Joan Campbell is Paul Castello's new secretary, replacing Louise Heisler. Castello is on vacation in St. Louis with his family. . . . Burt Hershfield, U-I publicity, was in for "Hollywood Story," Stanton. . . . Robert Laputka, mail boy, left to enlist in the air force.

**District of Columbia
Washington**

President Truman dedicated the Carter Barron Amphitheatre, Rock Creek Park, in impressive ceremonies before a capacity audience of 4,000 gathered to pay honor to the memory of the late Loew's Theatres executive. In from Holly-

Drive-ins!
BERLO'S ABC can
boost YOUR refreshment
sales to top percentage
per patron!

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new ideas developed in ANY Berlo
concession!

B. Berlo sales help is trained and
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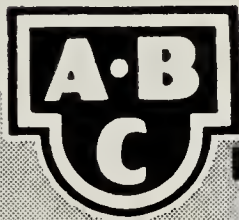
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Operators
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Berlo is now operating all food
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Cleveland Stadium — added
proof of Berlo's greater
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wood and New York City for the program were Walter Pidgeon, Kathryn Grayson, Marge and Gower Champion, Igor Gorin, and Eugene List. Executives of Loew's, Inc., present at the dedication were Nicholas M. Schenck, J. R. Vogel, J. Robert Rubin, Leopold Friedman, Oscar A. Doob, John Murphy, Ernest Emerling, Dan S. Terrell, John Joseph, Silas F. Seadler, and Herman Robbins. Richard F. Walsh, IATSE president, was among the other industry notables present.

The Variety Club contributed the plaque for the Carter Barron Amphitheatre in Rock Creek Park, at dedication ceremonies. Morton Gerber, Chief Barker, made the presentation. Participating in the program were the United States Marine Band. The first scene of the "Faith of Our Fathers" pageant was shown.

A look downtown along Howard Street finds Harry Kahn, former salesman along Flm Row, now happily engaged in Cameo Sales Company, which he operates with his friend, Ben Bleiberg, well-known, too, among the entertainment field. The latter played for many years a very sweet fiddle among the orchestras in the city. Cameo Sales has several good items which could be taken in by exhibitors to increase sales.

Your correspondent and brothers opened up a wholesale furniture showroom (plug plug) located at 22nd and Kirk Avenue. Brother Mike for years was a furniture buyer for one of Baltimore's leading stores.

Now that color television is a reality, several exhibitors are giving more-than-serious consideration to the installation of the television theatres.

The club was the scene of a welcome to Washington stag dinner for the following new branch managers: Phil Isaacs, Paramount; Pete De Fazio, Warners; Earl Sweigert, United Artists; Joe Gins, U-I, and Milton Lipsner, Monogram.

Tent 11 is proud of the accomplishments of Nathan D. Golden. Golden was recently awarded the Certificate of Appreciation by Secretary of the Army Frank C. Pace, Jr., for services to the joint chiefs of staff in 1945, when he headed a mission of color experts to Germany to secure the AGFA color formula. Golden is the director, NPA motion picture photographic products division.

Jack Thomas, vice-president, Hallmark Productions, Inc., announced the appointment of Joy and Marion Howe, Portage, Pa., as a traveling unit team. Howe resigned as statistical clerk with the U. S. Census Bureau to lecture in Virginia with "Mom and Dad."

Nat Glasser, who for the past 31 years has been associated with Warners, submitted his resignation as Maryland district manager for the Washington zone last week. Following a short vacation, he will announce his joining another Washington circuit.

MGM—Mrs. Helen Blemdman, accounting department, is back in harness.

Washington Industry Mourns Hardie Meakin

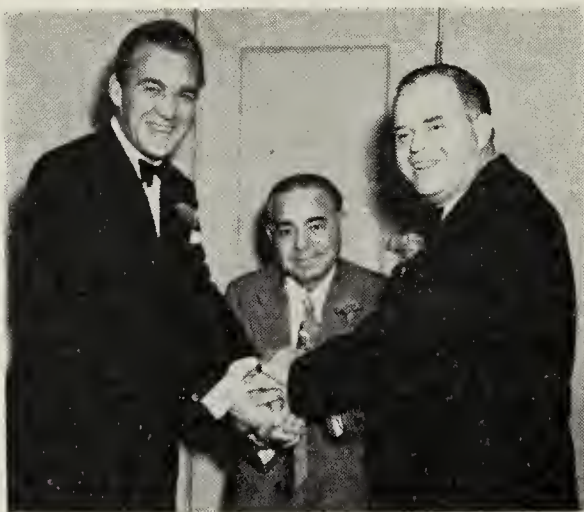
WASHINGTON—The trade last week mourned the passing of Hardie Meakin, 61, division manager, RKO Theatres, and RKO representative, who died at Mount Alto Hospital after a brief illness. Prior to his appointment as division manager, he was Keith's manager. Meakin started his theatrical career at the age of 21 in New York. He served on the entertainment committee for several presidential Birthday Balls, and, in 1949, was chairman of the float committee for the presidential Inaugural Parade. He was a member of the War Activities Committee in World War II, when he was active in the bond drives, salvage drives, Red Cross, Stage Door Canteen, and served on the War Hospitality Committee.

He was a member of the Variety Club, serving as Chief Barker in 1941. He was also a member of the National Press Club, the Board of Trade, and the Washington Advertising Club. He served on the advisory committee of the Children's Theatre in Washington, and was a member of the National Conference of Christians and Jews, the Metropolitan Police Boys' Club, the Motion Picture Council and Theatre Owners of Metropolitan Washington.

Besides his wife, he is survived by two sons, Captain Leonard Meakin, stationed in Germany, and Hardie Meakin, 2d, student at American University, and two brothers.

... Mrs. Helen Underwood is the new switchboard operator. ... Buddy Shark-ey, salesman, celebrated his birthday. ... Maurice Wolf, public relations, has been making speaking engagements before civic clubs.

RKO—Donald Bransfield, booker, was at Washington Sanatorium for an operation. ... George Wilson is now assistant biller. He is from Georgia. ... Miss Margaret Pryor, ex-billing department employee, who has been sent to the Tuberculosis Center, Glendale, Md., is feeling a little bit better.



Forrest Tucker, one of the stars in Republic's "Fighting Coast Guard," greeted Jake Flax, Republic branch manager in Washington, D. C., and Steve Edwards, Republic national advertising-publicity director, recently when they met in Baltimore, Md., at the gala Mayfair opening.

20TH-FOX—Mrs. Helen Doggert, inspectress, celebrated her birthday. ... Mrs. Hilda Bouvir and Miss Nina Segal are new clerk-typists.

MONOGRAM—Aron Sidel and Henry Hornstein were in. ... Miss Rhoda Sidel, booker's secretary, returned after the weekend in New York City. ... Jeannette Adams, branch manager's secretary, and her husband took a trip through the Cumberland Mountains.

UNITED ARTISTS—Miss Doris Jowett, booker, was enjoying her vacation. ... Harold Rose, salesman, went to his home to visit his ill mother at Hartford, Conn.

PARAMOUNT—Telephone communications were cut off when a steam shovel working on the new General Accounting Office building cut through the cable. ... George Kelly, salesman, was on his vacation. ... Roy Fitzgerald has been promoted to head shipper. ... Mrs. Lillian Lee's father, H. M. Delaney, has heart trouble, and is not expected to live. ... Thomas Lincoln is the new shipper. He used to be with Columbia and U-I.

NATIONAL SCREEN SERVICE—Mrs. Ernestine Bandel returned from New York City.

REPUBLIC—Mrs. Gladys Jackson, inspectress, was ill. ... Albert Landgraft, office manager, is back from his vacation. ... Jack Flax, branch manager, is back after a few days in New York City. ... Mrs. Edna MacDonald, inspectress, resigned. ... Bill Wilson, head shipper, is back from his vacation. ... Miss Bonita Meek, biller, had her vacation in New York.

EQUITY—Jessie Stern was in. ... Myron Mills was on another exploitation trip in Virginia.

KAY—Joe DiMaio is back from a trip through the territory.

U-I—John Scully, district manager, was in. ... Miss Alice Keister, inspectress, returned from a Florida vacation. ... Mrs. Anna Fleming, ledger clerk, is celebrating her new car.

SANDY—Sylvester Sandy was working his Washington circuit. ... Fred Sandy returned from a successful New York trip. Sandy Films is now located at 1013 New Jersey Avenue, N. W.

Loew's Capital's Jack Foxe is on a three-week vacation at Fort Lauderdale, Fla. ... Nat Glaser, district manager, WB Theatres is resigning after 23 years of service. ... At the Trans-Lux, Vincent Sorio was very busy working on the premiere of "Fabiola." ... Victor Orsinger, general manager, Playhouse and Dupont, will be going on his vacation on June 11.

Since a two-cent tax on children's admissions in Falls Church, nearby Virginia residential community populated almost entirely by government workers and their families, has reduced such admissions by half. Neighborhood Theatres, Inc., informed City Council to that effect but Council deferred answer until budget hearings.

Maurice N. Wolf, field assistant to MGM's H. M. Richey on exhibitor relations, spoke before the Youth Group.

Delaware Wilmington

The state legislature adjourned in Dover, and there was no word from Governor Elbert N. Carvel whether he would sign or pocket-veto the Sunday movie bill.

Oscar A. Doob, Loew's exec, returning from Washington, D. C., where he attended the dedication of the Carter Barron Amphitheatre in Rock Creek Park, stopped off to see his brother, Edgar J. Doob, manager, Loew's Aldine, and Mrs. Doob. . . . So successful was the recent appearance at Loew's Aldine of Harvey C. ("Mr. Goodwill") Smith, program director, WDEL, that plans were being formulated to hold another "Mr. Goodwill" kiddie Christmas party. . . . Edgar Doob was on the job despite painfully losing a fingernail. He was treated at the Delaware Hospital. . . . John Koczak, manager, Earle, New Castle, visited relatives in St. Clairsville, O. . . . Howard W. Rourke, Sr., projectionist, was returning to the S-W Towne. . . . George Joseph, projectionist, S-W Grand, was on the sick list. . . . Recent projection booth shifts resulted in the following present assignments: Norman Mumford and Walter Sullivan, Kerry Drive-In; Charles Sharp replaced Bill Page at the Earle, New Castle; Leonard Wright, Jr., Brandywine Drive-In; Eddie Bolinski and Frank Reno, Pleasant Hills Drive-In; Robert Hughes, Edge Moor, and Francis Paolo, Ace. . . . John O. Hopkins' attractive new house, the Hopkins has Simplex machines and RCA sound. The booth is handled by Hewitt Bundy and Joseph Berry, Local 307-A. Seven members of the local attended the opening night festivities when a reception was given by Mrs. Hopkins and Mrs. Milburn. The Hopkins has most modern appointments, and the ushers' room is equipped with a shower. Miss Frances Bell has been named staff organizer. . . . We also visited the new Kerry Drive-In, 550-car capacity. Simplex X-L equipment from National Theatre Supply was installed by Warren Kennedy, Local 473. Ed Pfeiffer manned the ticket booth. Hostesses are Libby Blake, Eleanor Biscoe, and Beverly Bell.

—HENRY L. SHOLLY

Maryland Baltimore

Beginning with this column these words will be typed out by "C. S." who formerly handled the Washington column for ye old EXHIBITOR. "C. S." is now located back in his old home town of Baltimore, and it will be a pleasure to bring the happenings about this great thriving war town.

The trade was still shocked by the passing of Jacques Shellman. He will be missed by his many friends. . . . A large delegation travelled to Washington to take part in the ceremonies dedicating the new amphitheatre to the memory of the late Carter Tate Barron.



Al Plough, manager, S-W Stanton, Philadelphia, is seen above with two of the eight geisha girls and star Florence Marly when they appeared in person on the theatre's stage recently in connection with the run of RKO's "Toyko File 212."

Many of the exhibs. in town have a wide variety of other interests. Milton Schwaber is at heart a builder. Shopping centers, theatres, homes, and commercial developments are among "Matzy's" accomplishments. Incidentally, his daughter will soon make this exhib. a grand-daddy. His son-in-law is a medico.

Leonardtwn

T. L. Harrison, Jr., assistant manager, Park, Lexington Park, returned from a Shriner's convention in Baltimore, Md. . . . In connection with Paramount's "Appointment With Danger," St. Mary's, appreciation scrolls signed by the town commissioners were presented to Postmaster Alfred F. Gough and Lexington Park postmaster Louis C. Messic. . . . "The Masked Ranger and his Western Revue" featuring a trained horse act played the New as a stage attraction.

New Jersey Pennsgrove

The Grove, erroneously listed among closed theatres of the area, is still in operation.

Wildwood

New carpets have been installed in Hunt's Shore and Hunt's Casino by RCA. The rest rooms and lobbies of both theatres are being redecorated. . . . Vincent J. Kostek, Jr., manager, Hunt's Casino, entered the service in the army, and is stationed at Fort Lee, Va.

Pennsylvania Allentown

The Lyric is organizing the Lyric Club, to boost the booking of stage shows for the Lyric's next season. Payment of \$3.50 per person enrolls the applicant as a member locally. Manager J. Lester Stallman is receiving subscriptions or enrollments in what used to be called the Rajah Theatre Guild for stage shows in the coming season. The plan was started more than a year ago, when the Rajah was showing a number of stage attractions. If plans are carried out, stage shows will be presented on four or five dates next season in the Astor.

Bridgeport

Abe Frank's Broadway, erroneously included in a list of shuttered area houses, is still in operation.

Conshohocken

The Forrest was sold at public auction to Jerry O. Panati for \$11,250. The bid is subject to approval of the trustees of the estate. The theatre has been closed for nearly a year. Panati did not state what he intends to use the building for if the auction price is approved.

Harrisburg

Miss Rachel Luciana, Colonial, resigned to accept a position at the New Cumberland Army Depot. Her place has been taken by Miss Patricia Peters. . . . Bill Pickalavage, manager, Mark Rubinsky's Lyric, Williamstown, Pa., commuted back and forth to Harrisburg recently to visit his mother, who underwent an operation in the Harrisburg Hospital. . . . Harry Lambert, who managed the Colonial from 1929 to 1935, was in. He is now with the Food Fair Corporation as advertising manager. The company recently opened its 124th store at Camp Hill, Pa.

George Achenbach, projectionist, Mount Wolf, Pa., has been inducted into the army, and is due to be shipped to Europe. Richard Hitz has taken his place.

Reading

A policeman's pension fund benefit party in the Rajah attracted nearly 1,000 persons. John Kenley, who played stock in the Orpheum, now the Plaza, some years ago, opened his summer stock theatre for this season in Lakewood Park, near Tamaqua, Pa., Schuylkill County.

Manager Harry Friedland, Majestic, Mt. Penn, Pa., advertised placing a respirator in the theatre lobby for those "gasping from laughter" during the showing of "City Lights" and "Mad Wednesday." . . . The Green Hills, sum-

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TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) June 6, 11, "No Questions Asked" (Barry Sullivan, Arlene Dahl, George Murphy); 11, 11, "Showboat" (Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown) (Technicolor).

WARNERS (Aldine June 12, 10.30, "Jim Thorpe, All American" (Burt Lancaster, Charles Bickford, Phyllis Thaxter); 1.00 "A Streecar Named Desire" (Vivien Leigh, Marlon Brando, Kim Hunter); 13, 10.30, "Strangers On A Train" (Farley Granger, Ruth Roman, Roland Walker); 1.00 "Captain Horatio Hornblower" (Gregory Peck, Virginia Mayo, Ingeborg Wells) (Made in England) (Technicolor).

PARAMOUNT (248 N. 12th) June 7, 2, "That's My Boy" (Dean Martin, Jerry Lewis, Polly Bergen).

mer stock barn theatre eight miles south of Reading is advertised as available for rentals for concerts, lectures, or other events, day or week.

Virginia Newport News

Seventeen theatres on the Lower Peninsula of Virginia have banded together to form the Theatre Association of The Peninsula. Leonard Gordon, Palace, is first president; Jimmy Booth, Neighborhood Theatre, Inc., vice-president, and Dave Garvin, Jr., Paramount, secretary-treasurer. The association was brought about due to a local tax fight, with City Council threatening a 20 per cent tax. Under the capable leadership of Gordon, exhibitors were able to kill the tax. Luncheon meetings are held once a month, and mutual problems are talked over. The group's first big act has been an organized campaign, on the order of the Schine "Home-I-Tis" campaign, to get people out of their homes, and back into the movies.

Maurice N. Wolf, assistant to H. M. Richey on exhibitor relations for MGM, spoke before the Kiwanis Club.

Richmond

Arthur Mayer will appear at the mid-summer convention of the Virginia Mo-



Jack Groh, chairman, convention committee, Virginia Motion Picture Theatre Association, Seymour Hoffman and Carlton Duffus, committee members, are seen above. George Peters, fourth member of the committee, is not shown. The convention will be held at the Hotel Jefferson, Richmond, Va., on June 18-20.

tion Picture Theatre Association at the Jefferson Hotel on June 18-20. Mayer will speak on COMPO. Other speakers to appear include Martin Bennett, eastern sales manager, RCA, who will tell about the newest developments in television for theatres, and Max Youngstein, who will give up-to-date facts about United Artists. Jack Groh, general chairman, convention committee, has appointed the following to the reception committee: A. Frank O'Brien, George Peters, Morton G. Thalhimier, Jr., and Stewart Tucker.

Maurice N. Wolf, assistant to H. M. Richey, MGM exhibitor relations, spoke before the Kiwanis Clubs of Staunton and Newport News. . . . In addition to his activities with the convention committee, Virginia Motion Picture Theatre Association, George Peters, Loew's manager, was on the entertainment committee of the Lion's Club state convention. . . . Edith Lindeman, movie editor, The Times Dispatch, who recently talked before a woman's club in Hopewell, will be on the program of the forthcoming convention of the VMPTA at Jefferson Hotel on June 18-20. George Murphy, MGM star, is also slated to attend.

George Stitzer, assistant manager, Byrd, arranged to have a bathing suit exhibit on the stage on opening night of "On The Riviera." Local girls served as models. Other tie-ups included the Decca

Record distributor, who placed special window cards in all record shops. Three local radio stations were contracted for a large number of spot announcements in addition to special recordings played by disc jockeys.

News from the home office of Neighborhood Theatre, Inc: Arthur Deekens was off to camp at the T. C. Depot, Marietta, Pa. . . . The entire office had a big time during the Memorial Day outing at Bryan Park . . . Walter Kolm postcarded from Florida, where he is on vacation . . . Joyce Green vacationed quietly at home. . . . Jimmy Lovelace spent several days in Asheville, N. C. . . . Vera Dudley is back from her honeymoon, spent touring the western part of Virginia.

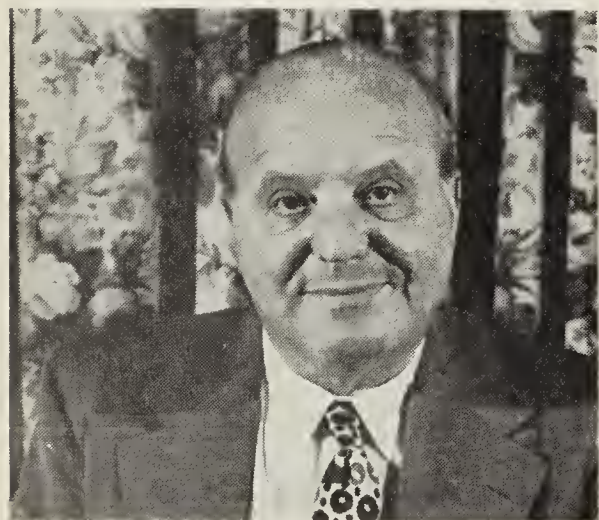
George Clarke, city manager, District Theatres, reports a big turnout of preachers for the screening of "Prince of Peace." . . . Pete Lichtman returned to his desk at the Hippodrome after a vacation at Miami Beach. . . . The Colonial held a midnight show. . . . Gordon Culley, assistant manager, State, vacationed.

WESTHAMPTON NEWS—Sam Glenn and Rod Leake were down with the flu. . . . George Tyler and Buddy Curtis are additions to the staff. . . . Alpha Phi Omega Sorority sponsored a special Saturday morning show, the proceeds going to the Virginia Society of Crippled Children. . . . John Zenner, manager, says that the recent storm blew out several pieces of marquee glass. . . . John Reed went on vacation as Ernest Giles returned. . . . Jerry Joyner, relief manager, has a new motor and paint job on his car.

Elizabeth Flippen resigned as assistant manager, Westover, replaced by Claude Guthrie, formerly with the Federal Reserve Bank. . . . Howard Powers, Jr., Capitol, has been substituting at the East End for John Martin, on vacation. . . . Gilmer Hall, manager, Lafayette, Charlottesville, left to join the U. S. Air Corps. —S. T.

Variety Club Tent 13, Philadelphia

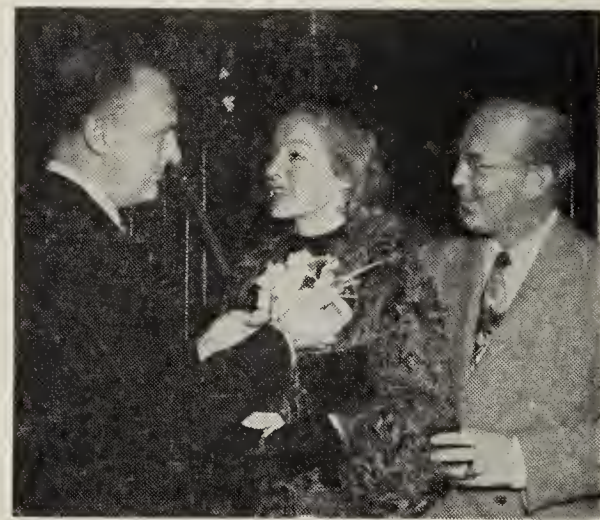
"Lorna Doone" was screened through the courtesy of Columbia.



Jerry Safron, United Artists' eastern district manager, with headquarters in Boston, recently renewed old acquaintanceships while on a visit to Philadelphia, the territory in which he started in the business almost two decades ago.



Roy Robbins, left, manager, Aldine, Philadelphia, recently helped plug Columbia's "The Brave Bulls," on a Philadelphia television show with commentator Gabe Millerand, and Alfredo Truega, who gave some sidelights on the filming.



Everett C. Callow, Stanley-Warner Philadelphia advertising director, and John Turner, UA Philadelphia branch manager, were on hand to meet star Evelyn Keyes, who came to attend the world premiere of "The Prowler," S-W Mastbaum.

COLUMBIA

China Corsair (316) ACTION DRAMA 67M.

ESTIMATE: Average supporting fare.

CAST: Jon Hall, Lisa Ferraday, Ron Randell, Douglas Kennedy, Ernest Borgine, John Dehner, Marya Marco, Philip Ahn, Peter Mamakos, Weaver Levy. Produced by Rudolph C. Flothow; directed by Ray Nazarro.

STORY: Seaman Jon Hall ships aboard a freighter from an island off the China coast. Ron Randell, fiance of China Sea's pirate queen Lisa Ferraday, tries to double cross her, and flees aboard the ship with antiques stolen from her. Ferraday, determined not to let Randell get away, stalks the ship, recovers the loot, shoots Randell, and becomes romantically involved with Hall. Her past, however, catches up with her as members of her own crew attempt to steal the treasure, and, in spite of Hall's desperate effort to rescue her, he fails.

X-RAY: Written by Harold R. Greene, this ineffectively tries to capitalize on China's present role in world crisis. There is plenty of action, however, in this sea meller, and the cast, although lacking in marquee strength, offers creditable characterizations.

TIP ON BIDDING: Lowest bracket.

AD LINES: "The Fight For China's Stolen Millions"; "Pirate Queen vs Racket King"; "Lovely To Kiss—Deadly To Cross."

The Texas Rangers (325) WESTERN 68M.

(Supercinecolor)

ESTIMATE: Good western.

CAST: George Montgomery, Gale Storm, Jerome Courtland, Noah Beery, Jr., William Bishop, John Littel, Douglas Kennedy, John Dehner, Ian MacDonald, John Doucette, Jock O'Mahoney, Joseph Fallon. Produced by Edward Small; directed by Phil Karlson.

STORY: Following the Civil War, Texas is overrun by bandits, the most notorious of whom is William Bishop. The Texas Rangers, organized under the leadership of John Littel, force the bandits to unite under Bishop. Littel calls upon two former bandits, George Montgomery and Noah Beery, Jr., to assist, freeing them from jail, and promising a pardon. Opposing this move is Gale Storm, publisher of a newspaper, whose father was killed during the holdup in which the two took part. Montgomery and his brother, Jerome Courtland, a Ranger, are ambushed by outlaw Ian MacDonald, a former partner, and the latter is killed. Montgomery wants to escape but Courtland forces him to remain. Another ambush sees Courtland killed, and Montgomery resolves to get the whole gang. He gains entry into the gang, and sends Beery for Littel but Beery is killed. Setting a trap, a large gold shipment due on a train, Montgomery asks Storm to inform Littel but Bishop is suspicious, and decides to stop the train before the trap. Montgomery manages to keep the train rolling, the Rangers arrive, and a romance blossoms between Storm and Montgomery.

X-RAY: This has action, plenty of gun-play, and a pretty interesting yarn, and the results should be okeh at the box-offices. The names are better than usual and the color should also prove helpful. Acting, direction, and production are good. The screen play is by Richard Schayer with the story by Frank Gruber.

TIP ON BIDDING: Fair program price.

AD LINES: "The Texas Rangers' Ride To Action And Adventure"; "Ride The Trail Of Adventure With The Texas Rangers"; "Swing Into Action With The Texas Rangers'."

EXHIBITOR SERVISECTION

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SECTION TWO
Vol. 46, No. 5

JUNE 6, 1951

LIPPERT

Little Big Horn (5003) OUTDOOR DRAMA 85M.

ESTIMATE: Outdoor show has plenty of selling angles.

CAST: Lloyd Bridges, John Ireland, Marie Windsor, Reed Hadley, Jim Davis, Wally Cassell, Hugh O'Brian, King Donovan, Richard Emory, John Pickard, Robert Sherwood, Sheb Wooley, Larry Stewart, Rod Redwing, Richard Paxton, Gordon Wynne, Ted Avery, Barbara Wooddell, Anne Warren. Executive producer, Robert L. Lippert; producer, Carl K. Hittleman; directed by Charles Marquis Warren.

STORY: Lloyd Bridges, captain of the Seventh Cavalry, discovers his wife, Marie Windsor, has a romantic interest in lieutenant John Ireland, who has requested a discharge to return east. Bridges returns to the field to lead his scouting patrol, and Ireland, who realizes that Windsor only wishes to use him as a means of getting away from the army life, gets himself assigned to Bridges' patrol knowing full well that Bridges' hatred of him makes him a marked man. Informed that the Sioux are congregating at the Little Big Horn River, directly in the path of General Custer, who is on an exploring mission, the patrol sets out to cover the 250-mile journey to warn Custer of the trap. One by one, the men are wiped out by redskins. Ambushed, Bridges is badly wounded, and dies after he has passed along his command to Ireland. Ireland leads the depleted patrol against the Indians, hoping that they will be fooled into believing them the advance guard of a large troop. However, the gesture brings only annihilation to the men.

X-RAY: A creditable effort, this has angles which should make it land in the better money for it tells a suspenseful story of the cavalry, with the usual soldiers vs. Indians theme that registers at a lot of boxoffices. While the accent is on the tension of men who don't know when the enemy is going to strike, there is enough action in it to satisfy the outdoor drama followers. The film can be sold to the hilt. One song, "Little Big Horn," is heard. This is from a story by Harold Shumate.

AD LINES: "Each Sioux Arrow Pointed To A Massacre!"; "The Indians Whispered His Fame But The Woman He Loved Cursed His Name!"; "Big In Impact . . . In Fury . . . In Suspense."

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MGM

Excuse My Dust (133) COMEDY MUSICAL 82M.

(Color by Technicolor)

ESTIMATE: Skelton draw should help pleasant musical.

CAST: Red Skelton, Sally Forrest, Macdonald Carey, William Demarest, Monica Lewis, Raymond Walburn, Jane Darwell, Lillian Bronson, Guy Anderson. Produced by Jack Cummings; directed by Roy Rowland.

STORY: Inventor Red Skelton is laughed at because he is trying to build a horseless carriage. Leading the ridicule is stable owner William Demarest, the father of Skelton's sweetheart, Sally Forrest. Skelton and Forrest quarrel, and Forrest turns to wealthy Macdonald Carey. Flirty Monica Lewis makes a play for Skelton. Demarest almost gets Mayor Raymond Walburn to pass a law prohibiting horseless carriages, but when Carey buys one to enter a \$5000 prize race the mayor changes his mind. In the big race, Skelton gets off to a poor start, and runs into many mishaps but eventually he beats Carey, and clinches with Forrest.

X-RAY: A mixture of slapstick with production numbers, this has a nostalgic note throughout but it never quite makes the grade intended. Skelton, aside from a few sequences, is more subdued, but he gets able support from Demarest, Carey, Lewis, Forrest, and others. The music is pleasant, the appeal is of the family nature, and the old-fashioned atmosphere will be found relaxing by most. Where the Skelton draw carries weight, this will have its most strength. Written by George Wells, the songs include: "Spring Has Sprung", "Get A Horse", "That's For Children", "Laurie Brown", "Goin' Steady", and "I'd Like To Take You Out Dreaming."

TIP ON BIDDING: Fair program price.

AD LINES: "Red Skelton Discovers New Ways To Make You Laugh"; "See Red Skelton's Mad Antics, And Hear Macdonald Carey Sing"; "Excuse My Dust' Is The Fun And Song Fest Of The Year."

MONOGRAM

Canyon Raiders (5151) WESTERN 53M.

ESTIMATE: Mediocre series entry.

CAST: Whip Wilson, Fuzzy Knight, Jim Bannon, Phyllis Coates, Stanford Jolley, Barbara Wooddell, Marshall Reed, Riley Hill. Produced by Vincent M. Fennelly, directed by Lewis Collins.

STORY: Horse thieves Stanford Jolley, Marshall Reed, and Riley Hill have 500 horses in a canyon, and plan to sell at high prices to the army. They don't want any homesteaders around so they harass Fuzzy Knight and Barbara Wooddell, but Jim Bannon, wise to all this, sends for his pal, Whip Wilson, and the two of them soon straighten everything out law-and-order like for the poor ranchers and frail Phyllis Coates, acting sheriff for her ol' pappy.

X-RAY: Unevenly paced, this is thoroughly routine. The only new twist, that of having a frail, young girl as a substitute sheriff, is rather unintentionally ludicrous. The action, when it comes, is of the fist fightin', pistol drawin' and shootin' variety, and there is some ridin', but not as much as usual. The original screen play was written by Jay Gilgore.

AD LINES: "Cowboy Daredevil Blasts Outlaw Terror Trap"; "Outlaw Marauders Terrorize Wild Horse Valley"; "Cowboy Daredevil Risks Murder Ambush To Smash Brutal Horse Stealing Ring."

PARAMOUNT

Passage West (5022) MELODRAMA 80M.

(Color by Technicolor)

ESTIMATE: Names will help exploitable melodrama.

CAST: John Payne, Dennis O'Keefe, Arleen Whelan, Frank Faylen, Mary Anderson, Peter Hanson, Richard Rober, Griff Barnett, Dooley Wilson, Richard Travis, Mary Beth Hughes, Arthur Hunnicutt, Lillian Bronson. Produced by William Pine and William Thomas; directed by Lewis R. Foster.

STORY: Six convicts escape from a Utah prison headed by John Payne, and stumble upon a small wagon train headed west led by preacher Dennis O'Keefe. Payne and gang take over, and drive at a fast pace. On the train is Arleen Whelan, engaged to O'Keefe, and between her and Payne there exists a strong attraction. When the train arrives at its destination, a fertile area, Payne and his men remain. One of the convicts stumbles on a vein of gold, and O'Keefe begs that the news be kept quiet so that the area and their homes won't be overrun. While he goes off to discuss it with the others, the convicts fight among themselves, and Payne is wounded. Realizing that he has been wrong all along, and that O'Keefe is the right man for Whelan, he decides to set off a powder charge which kills all the convicts, and seals the cave and the gold. Whelan and O'Keefe decide to carry on together.

X-RAY: This has the Payne, O'Keefe, and Whelan names, color by Technicolor, a number of interesting sequences, a fairly engrossing story, and average pace to assist in the selling. The cast does a competent job, the direction and production are average, but the pace could stand some quickening. Lewis R. Foster did the screen play based on a story by Nedrick Young.

TIP ON BIDDING: Fair program price.

AD LINES: "They Braved Men And The Elements To Reach The Golden West"; "Adventure On The Plains As A Wagon Train Fights For Survival"; "When A Band Of Wanted Men Take Over A Wagon Train, There's Trouble Ahead."

REPUBLIC

Million Dollar Pursuit (5028) ACTION DRAMA 60M.

ESTIMATE: Okeh supporting fare.

CAST: Penny Edwards, Grant Withers, Norman Budd, Steve Flagg, Rhys Williams,

Mikel Conrad, Paul Hurst, Denver Pyle, Ted Pavelec, John de Simone, Don Beddoe, Edward Cassidy, Edward Clark, John Hamilton, George Brand, Jack Shea. Associate producer, Stephen Auer; directed by R. G. Springsteen.

STORY: Night club singer Penny Edwards returns to Los Angeles after serving time in prison on a framed-up charge resulting from working in Grant Withers' night club. She goes back to the night spot in hope of discovering how someone planted stolen jewelry in her dressing room the night police raided the place, telling her boy friend, police lieutenant Steve Flagg, that their hopes of marriage will have to wait until she clears herself. Norman Budd, ex-Withers mobster, in love with Edwards, tells her he will soon have a fortune. With fellow thugs, he breaks into a store, robs it, and heads for a country hideout owned by recluse Paul Hurst. Flagg is hot on their trail, but the crooks get word to Withers to make a deal on the money, since it is marked currency. Withers meets two of the thugs in a neighboring town but Flagg is there, tipped off by Edwards, visited by Withers prior to the deal. In a show-down battle, Withers and five thugs are killed. Budd escapes to Edwards' apartment, but is followed and shot.

X-RAY: Based on a story by Albert De Mond, this unreels at a lively pace. The inclusion of veteran thespians, such as Hurst in the brief role of the farmer recluse, helps, and the photography is better than average. Two songs are heard, "Sentimental" and "What Am I Doing?"

AD LINES: "Shocking Suspense; Gripping Action!"; "The Crimson-Stained Story Of A Killer's Crimes—For Love"; "The Blazing Story Of The Almost Perfect Crime."

UNITED ARTISTS

Badman's Gold WESTERN 56M.
(ELC)

ESTIMATE: Routine western.

CAST: Johnny Carpenter, Alyn Lockwood, Troy Tarrell, Kenne Duncan, Verne Teters, Jack Daly, Emmett Lynn. Produced and directed by Robert Tansey.

STORY: Unable to cope with stagecoach robberies, sheriff Verne Teters asks the marshal's office for help. Johnny Carpenter and his two sidekicks, Troy Tarrell and sister, Alyn Lockwood, learn that the head of the gang is Kenne Duncan. Carpenter spots professor Jack Daly, and discovers that Daly has escaped from jail. Pretending to be a former inmate friend, Carpenter becomes friendly with Daly, and learns that he has devised a method to melt the gold down into worthless ore at an old mine. Tarrell and Lockwood bring the sheriff in time to save Carpenter. After a gun fight, the gang is rounded up.

X-RAY: This is thoroughly routine. Lacking names for the marquee, and below standard in practically every department, it may satisfy non-discriminating western audiences. The screen play is by Robert Emmett and Alyn Lockwood.

TIP ON BIDDING: Lowest bracket.

AD LINES: "What Was The Secret Of The Old Mine?"; "The Mystery Of The Vanishing Gold"; "The Law Foils An Ingenious Scheme To Rob The Government."

U-International

The Prince Who Was A Thief (126) ROMANTIC DRAMA 88M.

(Color by Technicolor)

ESTIMATE: Arabian Nights-type entertainment should ride into the better grosses.

CAST: Tony Curtis, Piper Laurie, Peggie Castle, Jeff Corey, Everett Sloane, Betty Garde, Marvin Miller, Donald Randolph, Nita Bieber, Milada Mladova, Hydan Rorke, Midge Ware, Carol Varga. Produced by Leonard Goldstein; directed by Rudolph Mate.

STORY: When Donald Randolph, regent of Tangiers, orders thief Everett Sloane to kill the heir to the throne, Sloane, too kind-hearted takes the baby boy, telling the regent the crime had been committed. Sloane brings up the boy, Tony Curtis, as a prince of thieves, and the latter, while scouting the regent's treasury, falls in love with Randolph's daughter, Peggie Castle. A priceless pearl is stolen by waif Piper Laurie, whose father is also a thief, so Curtis and Sloane take Laurie into their confidence, using her to rob the treasury. Curtis is eventually revealed as the true king, the exposed regent is banished with Castle, and Laurie becomes Curtis' bride.

X-RAY: Enhanced by Technicolor, filmed in an Arabian Nights manner, this is entertainment that can be sold to the hilt. It has something for all ages, Curtis and Laurie for teen-agers, the Arabian Nights for young and old, etc., and the net results should be pleasing at all boxoffices. While the subject matter, based on a story by Theodore Dreiser, is not unfamiliar to audiences, it has been handled with a fresh approach, and the film comes off well. Settings and costumes are pleasing to the eye, and the players good in their roles.

TIP ON BIDDING: Good program price.

AD LINES: "The Lure Of The Arabian Nights"; "He Was A King . . . But A Prince Of Thieves To The World"; "Meet Two New Stars . . . Tony Curtis and Piper Laurie . . . In 'The Prince Who Was A Thief.'"

FOREIGN

The Sin Of Esther Waters DRAMA 69M.
(Bell)
(English-made)

ESTIMATE: Mediocre importation.

CAST: Kathleen Ryan, Dirk Bogarde, Cyril Cusack, Ivor Barnard, Fay Compton, Margaret Diamond, George Hayes, Duncan Lewis. Produced by Ian Dalrymple; directed by Peter Proud.

STORY: Kitchen maid Kathleen Ryan is hired by a wealthy home in England. She appeals to butler Dirk Bogarde, a man-about-town, 1874 vintage. Bogarde takes Ryan to a nearby village to celebrate his winning a neat sum in a race, and seduces her. Ryan soon learns she is to become a mother, but before she can tell Bogarde, he elopes with the daughter of the home owner. Six years later, Bogarde shows up in London, where Ryan, now working as a house maid to support her illegitimate son, tells him to leave her and the child alone, since she has been keeping company with a poor, but respectable pastor. Her old love for Bogarde returns. They marry, and Bogarde takes her to a pub he operates. Her son goes with them. Bogarde becomes ill with tuberculosis, and dies. Ryan and her son return to the wealthy home in the country, where she is permitted to stay on as an aide. Years pass, and although still remembering the London pastor, she remains a widow. Her son, now grown to manhood and a post in the navy, comes home on a visit.

X-RAY: George Moore's novel comes to the screen in this J. Arthur Rank production, with a strong feeling for backgrounds, of people and places of the period and with atmospheric and thoughtful appeal. However, it is morbid and depressing.

AD LINES: "George Moore's Famous Novel On The Screen At Last With All Of Its Dramatic Poignancy"; "Her Only Sin Was To Love—Not Wisely But Too Well"; "A Classic Of English Literature Now A Dynamic English-made Film."

Tony Draws A Horse

(Fine Arts)
(English-made)

FARCE
90M.

ESTIMATE: Delightful art house offering.

CAST: Cecil Parker, Anne Crawford, Derek Bond, Joan Parsons, Mervyn Johns, Barbara Everest, Anthony Lang, Edward Rigby. Produced by Brock Williams; directed by John Paddy Carstairs.

STORY: Old fashioned doctor Cecil Parker and psychiatrist wife, Anne Crawford, have different views on how their son, Anthony Lang, should be brought up. Parker and Crawford quarrel, and she leaves to go to her parents. Her society-conscious mother, Barbara Everest, busy preparing for the marriage of her younger daughter, Joan Parsons, is horrified at the thought that any scandal might ruin her husband's chances of becoming the Lord Mayor of London. Crawford gets her sister's fiancé, Derek Bond, to take her for a drive, and then follow her on a boat across the channel to France. Crawford's father, Mervyn Johns, follows his daughter's suggestions about freedom of expression, goes on a drunk, and is arrested. Meanwhile, Lang gets thrown out of school, and Parker arrives to find Johns in jail, and no one sure where Crawford and Bond are. Parker finally traces the two, and brings them back. When Lang locks Bond and Crawford into a shed before the wedding, Crawford comes to her senses, and offers to spank him herself.

X-RAY: This light comedy farce should keep the class and art spot audiences delighted and amused. Some excellent acting and directing give a strong satirical bite to some frothy light-hearted nonsense. The screen play is by Brock Williams.

AD LINES: "'Tony Draws A Horse' Is The Laugh Riot Of The Year"; "'Tony Draws A Horse' . . . But What A Horse"; "When Tony Learned That There Were Male And Female Horses, It Almost Created An International Event."

The Shorts Parade

TWO REEL

Comedy

DON'T THROW THAT KNIFE. Columbia—The Three Stooges. 16m. The Three Stooges, working as census takers, call at the apartment of the pretty wife of a jealous magician. The apartment is full of trick mirrors, doors, and other magical equipment. After many attempts to avoid the husband, they are discovered. After a wild session the Three Stooges finally escape. GOOD. (3407).

FUN ON THE RUN. Columbia—All-Star Comedies. 16m. Wally Vernon and Eddie Quillan, vaudevillians a long time between jobs, hear work is available in Reno, Nev. Two girls who live in the same house, talk them into taking them along. On the road the girls decide that their boy friends wouldn't like their traveling with strange men, so they dump Vernon and Quillan. The boys trace the two girls, but the boy friends arrive, and start to beat Vernon and Quillan when they learn that they are entertainers. Owning a night club, and needing help, they hire the boys. GOOD. (3416).

ONE WILD NIGHT. RKO—Leon Errol Comedies. 17m. When Leon Errol comes in late, his wife, Dorothy Granger, tells him that they will each have a night out on Thursdays. Granger then refuses to tell Errol where she is going. Errol stays home when his pal, Jack Kirkwood, arrives with two girls to cheer him up. Granger comes home. After a series of close calls Errol sneaks the girls out, but Kirkwood walks in with more liquor, and the angry Granger hits Errol with a bottle. GOOD. (13705).

PHONY CRONIES. Columbia—Comedy Favorite Re-releases. 16m. When first reviewed in THE SERVICESECTION of Sept. 9, 1942, it was said: "Tom Kennedy and El Brendel, who have a transfer company, get a job to deliver boxes to a museum at night. When they get there with the boxes, crooks come, too, and then begins the usual chase with skeletons, etc. FAIR." (3436).

Color Documentary

A DAY WITH THE F.B.I. Columbia—Special. 19m. This Technicolor subject deals with the men and methods that make the F.B.I. A visit through the F.B.I. building in Washington shows the elaborate communication systems, the fingerprint files, and crime detection laboratories. At the F.B.I. Academy, the student G-Men learn tricks of their vital trade. The short closes with three imaginary crimes, a hit-run accident, a robbery, and a kidnapping, and illustrates how the careful work of local police and F.B.I. agents break these cases. EXCELLENT.

Color Drama

SONS OF THE PLAINS. Warners—Specials in Technicolor. 19m. When first reviewed in THE SERVICESECTION in August, 1938, it was said: "When Indians attack pioneer covered wagon, one baby twin is taken by Indians, the other left to be reared by whites. Years later, the 'white' twin discovers his Indian brother, and the two save Indians and whites from being killed in a war engineered by a villainous Indian agent. The final has the white twin leaving his brother, who prefers staying with the Indians, though he knows he is actually white. GOOD." (7007).

Serial

ROAR OF THE IRON HORSE. Columbia Serial. 15 episodes. Jock O'Mahoney, Virginia Herrick, William Fawcett, Hal Landon, George Eldredge, Myron Healey, Jack Ingram, Mickey Simpson, Rusty Westcott, Dick Curtis. Produced by Sam Katzman; directed by Spencer Bennet and Thomas Carr. Episode One, "Indian Attack." 27m. Dangers and difficulties that went into building the railroads out west highlight this serial. When a government investigator is killed on his way to look into a number of accidents that have been holding up construction, his friend, Jock O'Mahoney, seeks revenge. O'Mahoney agrees to help the railroad people solve the mystery. They suspect powerful land owner George Eldredge, called the Baron. A group of Eldredge's men attack the rail workers with aid of a tribe of misguided Indians. While trying to escape on a flatcar O'Mahoney throws dynamite at the Indians. At the fadeout, there is a terrific explosion. This should go over well with the Saturday matinee set. GOOD. (3160).

ONE REEL

Color Cartoon

AIR HOSTESS. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of November, 1937, it was

said of this Technicolor cartoon: "This concerns a junky airplane which finally falls apart. The idea is good, the presentation okeh, and it is funny and entertaining. FAIR." (3610).

BIRDS IN LOVE. Columbia—Color Favorites Re-releases. 7½m. When first reviewed in EXHIBITOR in November, 1936, it was said: "Mrs. Love Bird is pursued by a forward vacuum cleaner salesman. Her husband comes home, and cleans him up. FAIR." (3609).

CHOW HOUND. Warners—Looney Tunes. 7m. Forced by the tough bulldog to secure meat for him by various devices, the victimized cat and mouse eventually turn the tables. With his ravenous appetite, the dog finally winds up in the hospital as the result of overeating, whereupon the cat and mouse, finding him helpless, pour into him the gravy which they never seemed to be able to steal for him. GOOD. (7715).

COLD WAR. RKO—Walt Disney Productions. 7m. Goofy exposes himself to a virus bug, and crawls home with a bad cold. He tries in vain to swallow a pill, takes a hot bath, and then turns on a fan to cool off. He is feeling terrible when his wife comes home, and gives him all the common cold treatments. Two weeks later, he is back on the job, sits in a draft again, and the cold bug comes right back. GOOD. (14113).

THE EGG HUNT. Columbia—Color Favorites Re-releases. 7m. When first reviewed in THE SERVICESECTION of May, 1940, it was said, "Professor Crackpot, a bemonocled character with a cockney accent, screens a movie version of his trip to the Gobi desert in search of a prehistoric dinosaur egg. Situations and commentary are amusing. FAIR." (3611).

JUNGLE JIVE. Universal-International—Walter Lantz Cartunes Reissues. 7m. When first reviewed in THE SERVICESECTION of March, 1944, it was said of this Technicolor cartoon: "A gang of natives on a Pacific isle spot a crate of musical instruments floating in the ocean, and they gradually learn how to play. Bob Zurke does the off-screen piano playing, and the other natives join in until the entire island is jumping to the boogie woogie notes of the band. GOOD." (6329).

PLUTOPIA. RKO—Walt Disney Cartoons. 7m. Mickey and Pluto come to Camp Utopia. The rules say that Pluto must stay outside, and be muzzled. Pluto is also bothered by a cat. Pluto dreams that he is in the land of Plutopia where a dog can live like a king. Pluto finally wakes up, but still thinking he is dreaming bites the cat's tail. GOOD. (14114).

Comedy

SO YOU WANT TO BE A PAPER-HANGER. Warners—Joe McDoakes Comedies. 10m. When his wife wants the house repapered in a hurry, Joe McDoakes, assisted by a well-meaning friend, does the job but the friend disappears. Months go by, and McDoakes is haunted by the possibility of the friend having been papered to the wall, too, but the friend really was drafted in a hurry. Then a well-meaning salesman with a voice strangely like that of Elmer of the "Bugs Bunny" cartoons, is discovered behind the paper in the room. FAIR. (7405).

Musical

IN OLD NEW YORK. Warners—Hit Parade of Gay Nineties. 10m. Utilizing old film clips and Gay '90's sets, this pays a tuneful and nostalgic trip to New York at the turn of the century. There are dances by Floradora girls, singing waiters, and outdoor beer parties. Songs heard in-

clude: "My Maryland", "Oh, You Beautiful Doll", "A Tavern In The Town", and "Alice Ben Bolt." GOOD. (7805).

Novelty

BANDAGE BAIT. MGM—Pete Smith Specialties. 10m. David O'Brien again sacrifices himself to show the viewer the wrong way to do almost anything. He illustrates what can happen when a factory worker disregards safety regulations, when a proper scaffold isn't used, and what an auto mechanic should not do in the garage. This also drives home the important point that workers should be cautious. EXCELLENT. (S-259).

YOUR FATE'S IN YOUR HANDS. RKO—Screenliners. 8m. The fascinating and controversial topic of whether it is possible to read character from a person's hand is highlighted by Dr. Joseph Ranald, who offers some interesting evidence. Ranald made amazingly accurate predictions about Mussolini and Hitler when he analyzed their hands in 1922 and 1932. He illustrates how great statesmen, authors, and explorers all have similar hand characteristics. EXCELLENT. (14209).

Sports

FIRST LADY OF THE TURF. RKO—Sportsopes. 8m. The operations involved in running a large stable of racing horses is the theme, and the camera visits the Brookmeade Stable, whose horses have won over 800 races, owned by Mrs. Isabel Dodge Sloane. The short closes showing Brookmeade's Sun Glow winning the Widener Cup. With Clem McCarthy doing the narration, this is interesting and informative. GOOD. (14309).

MR. TENNIS. Columbia—World of Sports. 9m. Using the courts at the Concord Hotel, Catskill Mountains, this offers a tennis lesson by national professional champion Pancho Segura. Segura and champ Bob Stobbs then put on an exciting match. GOOD. (3807).

Color Travel

ENGLAND. Republic—This World Of Ours. 9m. This pays a Technicolor visit to historic old England. By showing historic old landmarks and modern factories, an attempt is made to show the England of today and of Shakespeare's time. The color camera shows shipbuilding on the Tyne, the textile mills at Manchester, and skilled artisans at work. It closes with a jaunt through London, with its many palaces, the bustling streets, and famous sights. GOOD. (5704).

MOUNTAIN OF FIRE. Incom. 9m. Italian-made, this short, which won first prize at the Cannes Film Festival, trains the camera eye on the Mount Etna volcano in Italy during its most recent eruption. The destructive course of the sea of molten rock down the mountain side and the plight of the natives, are shown. The fantastic beauty of the glowing lava at night has been captured by the color camera. This is an exciting and entertaining short. EXCELLENT.

Too Late To Classify

Features

Lorna Doone (336)

ACTION
DRAMA
84M.

(Columbia)

(Color by Technicolor)

ESTIMATE: Interesting action drama can be sold.

CAST: Barbara Hale, Richard Greene, Carl Benton Reid, William Bishop, Ron

Randell, Sean McClory, Onslow Stevens, Lester Matthews, John Dehner, Gloria Petroff, Orley Lindgren, Dick Curtis. Produced by Edward Small; directed by Phil Karlson.

STORY: Richard Greene returns to England from years of soldiering to find the outlaw family that killed his family and controls the countryside more ruthless than ever. Greene organizes the farmers for an attack on the family's stronghold, but is forced to hold off when William Bishop, heir to the throne, becomes suspicious. Bishop practically forces his cousin, Barbara Hale, to agree to become his bride but she escapes, and joins Greene but his men are against her. Bishop and men capture her and Greene's men, and Greene escapes to lead the king's men in a raid on the castle before Bishop can force Hale to wed him. Greene is knighted while Hale is discovered to belong to another family, having been kidnapped as a child. Greene and Hale prepare to wed but Bishop wounds Hale, and is killed during a fight. Hale recovers, and the marriage plans with Greene proceed.

X-RAY: With the usual costume scenes plus some riding, shooting, and general action sequences this is an interesting programmer. The Technicolor is an asset, the direction is average, and the story holds interest. The screen play is by Jesse Lasky, Jr., and Richard Schayer, with the adaptation by George Bruce from Richard Blackmore's classic of old England.

TIP ON BIDDING: Fair program price.

AD LINES: "A Classic Of The Screen Returns In Technicolor"; "A Tale Of Adventure And Daring In Technicolor"; Richard Greene . . . Barbara Hale . . . United In 'Lorna Doone'."

Sirocco

MELODRAMA
98M.

(Columbia)

ESTIMATE: Bogart draw will make the difference.

CAST: Humphrey Bogart, Marta Toren, Lee J. Cobb, Everett Sloane, Gerald Mohr, Zero Mostel, Nick Dennis, Onslow Stevens, Ludwig Donath, David Bond, Vincent Renno, Martin Wilkins, Peter Ortiz. Produced by Robert Lord; directed by Curtis Bernhardt.

STORY: In 1925, Emir Onslow Stevens is leading local fighting in Damascus against the French occupation troops with Humphrey Bogart supplying much of the guns and ammunition at a profit. Trying to crack down on the gun smuggling is Lee J. Cobb, head of French intelligence. Bogart meets Marta Toren, Cobb's girl friend, and implies that he can get her away to other places. Toren is fed up not only with Cobb but also with Damascus. Bogart is told that his guns are no longer desired, and he is also discovered by Cobb as the gun runner. Toren begs to go with him when he makes arrangements to get out of the country illegally but soldiers interrupt this, and take Toren. Bogart is arrested later. Cobb offers to let him go if he will make arrangements for Cobb to meet with Stevens. Bogart agrees, and is given a pass out, as is Toren. General Everett Sloane, however, asks Bogart to help save Cobb, who is being held for ransom. Stevens agrees to let Cobb go, but has Bogart killed.

X-RAY: With a background of intrigue, the Bogart, Toren, and Cobb names, plus the melodramatic angles, this should attract attention. While not top Bogart, it rates better than some of his recent pictures, and the action, military background, etc., have always been merchandise for the boxoffice. The film is based on the novel, "Coup De Grace", by Joseph Kessel.

TIP ON BIDDING: Good program price.

AD LINES: "Bogart Swings Into Action In A Revolution In Damascus"; "Don't Miss The Latest Humphrey Bogart Thril-

ler"; "Adventure With Bogart In Mysterious 'Sirocco'."

Father Takes The Air (5126)

COMEDY
61M.

(Monogram)

ESTIMATE: Okeh series entry.

CAST: Raymond Walburn, Walter Catlett, Florence Bates, Gary Gray, Barbara Brown, M'Liss McClure, George Nokes, Jim Brown. Produced by Peter Scully; directed by Frank McDonald.

STORY: When the owner of a flying school is called back into service, M'Liss McClure agrees to run the place. McClure's father, Raymond Walburn, and his friend, Mayor Walter Catlett, fliers in World War I, decide to help out. McClure also hires Jim Brown to be the regular pilot-instructor. With elections coming up, Catlett is told that unless he can do something spectacular he will probably lose the election. A robber-killer holds up one of the town's banks, and is wandering around at large. While Brown is away the killer arrives at the air field, and offers \$500 to be flown. Unaware of his identity, Walburn and Catlett agree to take him but both forget to fill the plane with gasoline. When the plans runs out of gas, Walburn makes a bumpy emergency landing that knocks out the outlaw. The police arrive in time to capture him. Walburn and Catlett are acclaimed as heroes, and the election is in the bag.

X-RAY: Following the pattern set by the other offerings in this series, regular fans should find enough here to satisfy, and the show will fit on the lower half. The screen play is by D. D. Beauchamp.

AD LINES: "Father In A Plane Gives The Family A Pain"; "When Father Tangles With A Killer Guess Who Loses?"; "You'll Have Laughs To Spare When You See 'Father Takes The Air'."

Warpath (5025)

ACTION DRAMA
95M.

(Paramount)

(Color by Technicolor)

ESTIMATE: Fast moving action show.

CAST: Edmond O'Brien, Dean Jagger, Forrest Tucker, Harry Carey, Jr., Polly Bergen, James Millican, Wallace Ford, Paul Fix, Louis Jean Heydt, Paul Lees, Walter Sande, Charles Dayton, Bob Bray, Douglas Spencer, James Burke, Chief Yowlachie, John Mansfield, Monte Blue, Frank Ferguson. Produced by Nat Holt; directed by Byron Haskin.

STORY: Edmond O'Brien, chasing three bandits who killed his girl, catches up with one, and kills him, learning the other two men are with the cavalry in the Dakota territory. He joins the outfit, dislikes tough sergeant Forrest Tucker, whom he later suspects as one of the men, and meets Polly Bergen, whose father, Dean Jagger, is the storekeeper. O'Brien, as the result of bravery, is made first sergeant over Tucker. Covering a wagon train in which Jagger and Bergen are riding, the group is overwhelmed by Indians, and taken prisoners. Tucker, who had deserted, had been captured before, and offers to divert the Indians, the three escaping. During the night, Jagger, another of the two O'Brien seeks, rides off, and is later killed. Bergen and O'Brien go on, and join another detachment, which is under attack, but they fight their way clear, and the usual clinch follows, with O'Brien staying at the post.

X-RAY: Loaded with action, with good pace, and the Technicolor helping, this should do well with fans who go for this sort of thing. It has been well mounted and directed, and while the subject matter is familiar, it moves along at a satisfactory clip, and generally comes off okeh. The story and screen play are by Frank Gruber.

TIP ON BIDDING: Fair program price.

AD LINES: "Love, Hate And Action Are All To Be Found On The 'Warpath'"; "The Cavalry Is Loaded For Action And Rarin' To Go"; "Thrills And Chills As Cavalry And Indians Ride The 'Warpath'."

Hard, Fast, And Beautiful (119)

DRAMA
76M.

(RKO)

ESTIMATE: Interesting drama has the angles for the selling.

CAST: Claire Trevor, Sally Forrest, Carleton G. Young, Robert Clarke, Kenneth Patterson, Marcela Cisney, Joseph Kearns. Produced by Collier Young; directed by Ida Lupino.

STORY: Claire Trevor wants her daughter, Sally Forrest, to have everything that she hadn't had. Forrest, a high school tennis champ, meets Robert Clarke, assistant to the president of the country club. Her tennis ability soon earns her a membership, and the club sends her to compete in the girls' junior title matches. Ambitious Trevor meets tennis promoter Carleton G. Young, who agrees to take Forrest under his wing. Young, with the help of Trevor, gets Forrest to agree to go on a series of tournaments, and prepare for the national title. Forrest's father, Kenneth Patterson, and Clarke don't approve. Forrest becomes a sensation, and wins the title. Young lines up a European tour, and Trevor succeeds in breaking up Forrest and Clarke, who wanted to get married. In Europe, Forrest sees her mother as a grasping, greedy woman. Forrest returns home to defend her title, and learns her father is ill. She flies to him, and then retains her title. She and Clarke reunite, and Trevor is left, alone.

X-RAY: With a background of tennis, this has a well-developed story, and it shapes up as a saleable programmer, with a strong merchandising approach. While the cast lacks top star lustre, it is well played throughout, and is another okeh entry from the Collier Young-Ida Lupino combination. There is something here for almost every type of audience, which will help it boxoffice-wise. The screen play is by Martha Wilkerson.

TIP ON BIDDING: Fair program price.

AD LINES: "Can A Daughter Really Hate Her Mother?"; "The Destinies Of Five People Rode On The Stroke Of A Tennis Racquet"; "Claire Trevor As A Scheming Woman Who Would Do Anything To Get What She Wanted."

As Young As You Feel (120)

COMEDY
77M.

(20th Century-Fox)

ESTIMATE: Names will make the difference.

CAST: Monty Woolley, Thelma Ritter, David Wayne, Jean Peters, Constance Bennett, Marilyn Monroe, Allyn Joslyn, Albert Dekker, Clinton Sundberg, Minor Watson, Ludwig Stossel, Renie Riano, Wally Brown, Rusty Tamblyn, Roger Moore. Produced by Lamar Trotti; directed by Harmon Jones.

STORY: When elderly Monty Woolley, employed for years at a big automobile plant, is discharged because of his age, he feels it keenly, and believes old men are being dealt with unfairly. Determined to put an end to the practice, he poses as the head of the big corporation which owns the plant, a gentleman no one seems to know, arrives at the factory, dresses down plant head Albert Dekker, orders that every over-aged man should be rehired, and continues his point at a Chamber of Commerce meeting. Dekker's wife, Constance Bennett, imagines herself falling in love with Woolley, and Woolley's family, granddaughter Jean Peters, son Allyn Joslyn, and the latter's wife, Thelma Ritter,

who know of the hoax, imagine dire things will happen. However, the speech makes a sensation, and the sales of the automobiles spurt. The real company head, Minor Watson, is intrigued by the goings-on, and eventually comes to Woolley to learn what sort of a fellow he is. By the time everything is ironed out, Woolley gets back his job, Bennett returns to Dekker, and Peters clinches with David Wayne, her boy friend, who has received a promotion at the plant.

X-RAY: This has names for the marquee and an interesting theme but it does not shape up as entertainment that will break boxoffice records. However, the Woolley, Ritter, Wayne, Bennett, and Peters combination is potent, and it may overcome, to an extent, deficiencies in the story. The pace is rather easy going, and while Woolley is as apt as usual, Ritter doesn't have too much to do. However, there is a pleasantness about the whole thing, the sort most audiences enjoy. The story is by Lamar Trotti.

TIP ON BIDDING: Fair program price.

AD LINES: "He Acted As Young As He Felt . . . O Boy"; "Monty Woolley Steps Out . . . And Makes Everyone Step"; "The Year's Funniest Comedy . . . With Two Of The Screen's Best Laughmakers . . . Monty Woolley And Thelma Ritter."

The Guy Who Came Back (118)

COMEDY DRAMA
91M.

(20th Century-Fox)

ESTIMATE: Mild program.

CAST: Paul Douglas, Joan Bennett, Linda Darnell, Don DeFore, Billy Gray, Zero Mostel, Edmon Ryan, Ruth McDevitt, Walter Burke, Henry Kulky, Dick Ryan. Produced by Julian Blaustein; directed by Joseph Newman.

STORY: One-time college and professional football great Paul Douglas refuses to believe that he is through, and wants a chance to prove it. He quarrels with his wife, Joan Bennett, when he refuses a coaching job, and takes up with Linda Darnell, a girl about town, who sells him on trying a vaudeville act, which flops. As a result, the split with Bennett finds her moving out on him, taking their son, Billy Gray, with her. Wrestling to keep himself going, Douglas urges that Bennett marry a close friend of both, Don DeFore. However, Bennett still carries the torch. Finally, when his luck seems at its worst, Douglas gets a chance to play in a benefit game, and, although taking a beating, wins the game. Satisfied he is through, he takes a coaching job, and is reunited with his family.

X-RAY: A moderate program, this is handicapped by a story which is never clearly defined and by a slow pace. Except for the football game at the conclusion, nothing much happens, and Douglas has had better parts than the one which sees him floundering around trying to find himself. Bennett, Darnell, DeFore, and the others, particularly Zero Mostel, as a cafe owner, are okeh in their roles but the script is against them. The story is by William Fay.

TIP ON BIDDING: Program price.

AD LINES: "The Kind Of A Guy The World Loves"; "You'll Cheer With Your Heart"; "He Was An All-American Guy When He Found Out He Was Through."

The Edge Of The World

MELODRAMA
73M.

(Classic)

(English-made)

ESTIMATE: Engrossing art house attraction.

CAST: John Laurie, Bell Chrystall, Eric Berry, Kitty Kerwin, Finlay Currie, Nial MacGinnis, Grant Sutherland, and the

men and women of the Isle of Hirta. Produced by Joe Rock; directed by Michael Powell.

STORY: A party of three lands on the deserted Isle of Hirta. When one of them, Nial MacGinnis, sees the hills of Scotland through the fog he says it means bad luck, and then tells the story of the island. The islanders were having a struggle to make a living. When young Eric Berry returns from the mainland, and tells the rest that he is leaving for good, and that the rest should follow suit, Berry's stern father, John Laurie, flatly rejects the offer. To settle the argument, Berry and MacGinnis decide to climb a mountain, with the one winning deciding for the island. Berry is killed, and the bitter Laurie refuses to allow MacGinnis to marry his daughter, Bell Chrystall. MacGinnis leaves the island, Laurie finally relents when Chrystall gives birth to MacGinnis' child, and permits her to send for him. MacGinnis arrives during a storm in time to get the sick child to a doctor. Almost losing the child makes Laurie realize they must leave the island. Before leaving, he tries to get a valuable bird's egg, and falls off the cliff to his death. The rest of the natives go to the mainland.

X-RAY: Actually filmed on the Isle of Hirta, Scotland, this tells the story of the islanders with telling dramatic impact. Production is given a boost by the fine camera work, particularly during the storm sequences. This unusual offering should please art house audiences. It was written by Michael Powell.

AD LINES: "Passion . . . Hatred . . . Lust Ruled The Rocky Wind-Swept Isle"; "See The Prize-Winning 'Edge Of The World'"; "One Of The Most Unusual And Exciting Films Made."

Lieutenant Craig— Missing

MELODRAMA
85M.

(Lux)

(Italian-made) (English titles)

ESTIMATE: Routine offering for art and Italian houses.

CAST: Enrico Viarisio, Delia Scala, Val Du Bois, Peter Ford, John Kitzmiller. Produced by Vittorio Glori and Valentino Brosio; directed by Giacomo Gentilomo.

STORY: The day after Delia Scala marries British intelligence officer Lieutenant Val Du Bois, he vanishes. When Scala goes to British headquarters, Major Peter Ford, hoping to protect Du Bois, who is working on a secret mission to capture arms smugglers, denies that Du Bois exists. With the aid of her parish priest, Enrico Viarisio, Scala learns that Du Bois was almost drowned. To throw off the smugglers, Ford tells Scala that Du Bois is dead, but she and Viarisio continue their search. The two discover a note in Du Bois' handwriting stating where the smugglers will rendezvous. Thinking that she will find him there, Scala and Viarisio are almost captured but the British arrive to save them. However, the trap fails. The angry Ford arrests them, but they escape. The smugglers, convinced that Scala and the priest are really British agents, pick them up, and are about to torture them when Du Bois arrives. After a hectic battle, in which Viarisio is slightly wounded, the gang is rounded up, and, reunited, Scala and DuBois accompany Viarisio to their quiet little village.

X-RAY: Based on an actual case this import has some moments of suspense and interest, but as a spy film it is nothing out of the ordinary. This will do best in Italian houses. The screen play is by Giacomo Gentilomo, Nicola Manzari, and Guido Pala.

AD LINES: "Why Was This Beautiful Girl Left Alone On Her Wedding Night?"; "The Exciting Stranger Than Fiction Story"

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3 DESPERATE MEN—71m.—Lippert	3018
THREE GUYS NAMED MIKE—90m.—MGM	3025
THREE HUSBANDS—78m.—UA	2963
THREE SECRETS—98m.—Warners	2930

THUNDER IN GOD'S COUNTRY—67m.—Republic	3062
TO PLEASE A LADY—92m.—MGM	2948
TOAST OF NEW ORLEANS, THE—96m.—MGM	2924
TOKYO FILE 212—84m.—RKO	3062
TOMAHAWK—82m.—U-I	3011
TONY DRAWS A HORSE—90m.—Fine Arts	3087
TOUGHER THEY COME, THE—69m.—Columbia	2977
TRAIL OF ROBIN HOOD—67m.—Republic	2995
TRAIN TO TOMBSTONE—57m.—Lippert	2978
TREASURE, THE—102m.—Pol-Ton	3064
TREASURE ISLAND—96m.—RKO	2927
TREASURED EARTH—100m.—Artkino	3003
TRIO—91m.—Paramount	2941
TRY AND GET ME—see Sound Of Fury, The	
TRIPOLI—95m.—Paramount	2949
TWO FLAGS WEST—92m.—20th-Fox	2952
TWO LOST WORLDS—63m.—UA (ELC)	2978
TWO ORPHANS, THE—92m.—Globe	2984
TWO WEEKS WITH LOVE—92m.—MGM	2955

U	
UNDER MEXICALI STARS—67m.—Republic	2981
UNDER THE GUN—83m.—U-I	2998
UNDER SUNNY SKIES—86m.—Artkino	3012
UNDERCOVER GIRL—82m.—U-I	2963
UNION STATION—80m.—Paramount	2926
UP FRONT—90m.—U-I	3039
UP IN ARMS—105m.—RKO	3053
U.S.S. TEAKETTLE (You're In The Navy Now)—93m.—20th-Fox	3039

V	
VALENTINO—105m.—Columbia	3029
VATICAN, THE—38m.—Columbia	2940
VENDETTA—84m.—RKO	2980
VENGEANCE VALLEY—82m.—MGM	3026
VICTORS AND THE VANQUISHED, THE—76m.—Artkino	3064
VIENNA ART TREASURES—40m.—National Film	2984
VIRGINIA CITY—121m.—Warners	3048

W	
WALK SOFTLY STRANGER—80m.—RKO	2928
WARPATH—95m.—Paramount	3088
WATCH THE BIRDIE—71m.—MGM	2978
WAYS OF LOVE—121m.—Burstyn	3003
WEINER BLUT—83m.—Films International	3049
WELLS FARGO GUNMASTER—60m.—Republic	3078
WEST POINT STORY, THE—107m.—Warners	2971
WHEN I GROW UP—90m.—UA-ELC	3058
WHEN THE REDSKINS RODE—78m.—Columbia	3077
WHEN YOU'RE SMILING—75m.—Columbia	2923
WHIRLWIND—70m.—Columbia	3053
WICKED CITY, THE—75m.—UA (ELC)	2994
WOMAN ON THE RUN—77m.—U-I	2950
WONDERFUL TIMES—86m.—Academy	3072
WYOMING MAIL—86m.—U-I	2950

Y	
YANK IN KOREA, A—73m.—Columbia	3029
YOU CAN'T FOOL AN IRISHMAN—69m.—Bell	2931
YOUNG GUARD—134m.—Artkino	3080
YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle	

Too Late to Classify

(Continued from page 3089)

Of A Woman's Search For The Man She Loved"; "Were This Girl And Her Priest Searching For A Ghost?"

The Rats Of Tobruk

MELODRAMA
85M.

(Reknown)

(Australian-made)

ESTIMATE: Interesting art house offering.

CAST: "Chips" Rafferty, Grant Taylor, Peter Finch, Pauline Garrick, Mary Grey, George Wallace, Joyce "Tex" Gentry. Produced and directed by Charles Chauvel.

STORY: Riding the Australian plains together, tough Grant Taylor, poetical Peter Finch, and "Chips" Rafferty become close friends. When Finch gets hurt, they have to take him to the home of Pauline Garrick, the girl Taylor was once supposed to marry. While there, they learn that the war has begun, and the three enlist, and are wounded in the early battle for Tobruk. In the hospital, Finch falls in love with his nurse, Joyce Gentry. When Rommel begins his drive on the unmanned garrison, the nurses are sent out. The handful of Australians repeatedly beat back the Nazi hordes. Just before help comes, Finch is killed on a patrol. The men are relieved but are soon fighting again in the swamps of New Guinea. When Rafferty comes back to help the wounded Taylor, a sniper kills

him so Taylor kills the Jap. Natives bring him back to safety, delirious, calling for Carmody. Taylor returns to Australia, and he and Carmody clinch.

X-RAY: Blending in actual war footage and an authentic background gives this entry's war sequences extreme realism. The story is told in a simple manner, and does not play up sentiment or heroics. The film's main fault lies in the rather heavy accents of the cast of unknowns and the rather scratchy sound track. However, there is enough entertainment to please most audiences. The screen play is by George Heath.

AD LINES: "See The Men Who Stopped Rommel"; "A Thrilling Saga Of Soldiers And The Women They Loved"; "A Truly Realistic War Film."

ALPHABETICAL GUIDE

To 472 Features Reviewed

Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

A

A88OTT AND COSTELLO MEET THE INVISIBLE MAN	3042
—82m.—U-I	3042
ABILENE TRAIL—64m.—Monogram	3026
ACCORDING TO MRS. HOYLE—60m.—Monogram	3070
ACE IN THE HOLE—112m.—Paramount	3070
ACROSS THE BADLANDS—55m.—Columbia	2939
AIR CADET—94m.—U-I	3034
AL JENNINGS OF OKLAHOMA—79m.—Columbia	3017
ALCATRAZ ISLAND—64m.—Warners	2929
ALL ABOUT EVE—138m.—20th-Fox	2932
ALONG THE GREAT DIVIDE—88m.—Warners	3072
AMERICAN GUERRILLA IN THE PHILIPPINES—105m.—20th-Fox	2971
ANOTHER SHORE—77m.—Pentagon	3042
APACHE DRUMS—75m.—U-I	3063
APPOINTMENT WITH CRIME—90m.—Four Continents	3048
APPOINTMENT WITH DANGER—90m.—Paramount	3062
AS YOUNG AS YOU FEEL—77m.—20th-Fox	3089
AT WAR WITH THE ARMY—94m.—Paramount	2999
AU GRAND BALCON—97m.—Hakim	3079

B

BADMAN FROM 816 BEND—55m.—Astor	2939
BADMAN'S GOLD—56m.—UA (ELC)	3086
BALLET CONCERT—54m.—Artkino	3079
BANDIT QUEEN—69m.—Lippert	2994
BEDTIME FOR BONZO—83m.—U-I	3019
BELLE LE GRAND—91m.—Republic	3034
BEST OF THE BADMEN—84m.—RKO	3070
BETWEEN MIDNIGHT AND DAWN—89m.—Columbia	2939
BIG TIMBER—73m.—Monogram	2956
BIRD OF PARADISE—100m.—20th-Fox	3041
BLAZING SUN, THE—70m.—Columbia	2961
BLUE ANGEL, THE—97m.—Classic	2997
BLUE BLOOD—72m.—Monogram	3018
BLUE LAMP, THE—84m.—UA-ELC	3017
BLUES BUSTERS—67m.—Monogram	2962
BOMBARDIER—99m.—RKO	2980
BORDER OUTLAWS—58m.—UA (ELC)	2977
BORDER RANGERS—57m.—UA (ELC)	2977
BORDER TREASURE—59m.—RKO	2926
BORN TO BE BAD—90m.—RKO	2926
BORN YESTERDAY—103m.—Columbia	2975
BOWERY BATTALION—68m.—Monogram	3013
BRANDED—94m.—Paramount	2979
BRAVE BULLS, THE—108m.—Columbia	3061
BREAKING POINT, THE—97m.—Warners	2929
BREAKTHROUGH—91m.—Warners	2963
BUCKAROO SHERIFF OF TEXAS—60m.—Republic	3002
BULLET FOR STEFANO—96m.—Lux	2971
BULLFIGHTER AND THE LADY—87m.—Republic	3065
BUNCO SQUAD—67m.—RKO	2926
BURIED ALIVE—84m.—Casolero	3011

C

CALIFORNIA PASSAGE—90m.—Republic	2995
CALL ME MISTER—95m.—20th-Fox	3018
CALL OF THE KLONDIKE—66m.—Monogram	2995
CANYON RAIDERS—53m.—Monogram	3085
CASSINO TO KOREA—58m.—Paramount	2948
CATTLE QUEEN—69m.—UA (ELC)	3029
CAUSE FOR ALARM—73m.—MGM	3022
CHAIN GANG—70m.—Columbia	2947
CHANCE OF A LIFETIME—89½m.—Ballantine	3029
CHEAT, THE—87m.—Discina	2942
CHEROKEE UPRISING—57m.—Monogram	2965
CHINA CORSAIR—67m.—Columbia	3085
CHINA SKY—76m.—RKO	2980
CHRISTINA—85m.—Central	3019
CIRCLE OF DANGER—86m.—UA (ELC)	3045
COLORADO AMBUSH—52m.—Monogram	3022
COMPANY SHE KEEPS, THE—83m.—RKO	3002
COPPER CANYON—83m.—Paramount	2925
COSSACKS OF THE KUBAN—98m.—Artkino	2972
COUNTERSPY MEETS SCOTLAND YARD—67m.—Col.	2969
CROOKED RIVER—55m.—Lippert	2940
CROSSROADS OF PASSION—96m.—Films International	3048
CRY DANGER—79m.—RKO	3026
CUBAN FIREBALL—78m.—Republic	3038
CYRANO DE BERGERAC—112½m.—UA	2971

D

DANCE OF LIFE, THE—40m.—Hyperion	3043
DALLAS—94m.—Warners	2983
DALTONS' WOMEN, THE—76m.—Western Adventure	3059
DANGER ZONE—56m.—Lippert	3069
DARK CITY—97m.—Paramount	2925
DEAR BRAT—82m.—Paramount	3062
DEPORTED—89m.—U-I	2957
DEVIL'S DOORWAY—84m.—MGM	2924
DIAL 1119—74m.—MGM	2940
DIFFICULT YEARS—90m.—Lopert	2930
DISHONORED—100m.—Casolero	2983
DISTANT JOURNEY—92m.—Artkino	2930
DOCTOR BEWARE—92m.—Academy	3043
DODGE CITY—104m.—Warners	3047
DOUBLE CROSSBONES—75½m.—U-I	2996
DOUBLE DEAL—63m.—RKO	3002
DREAM BALLERINA—78m.—AFE	3066

E

EDGE OF DOOM—97m.—RKO	2927
EDGE OF THE WORLD, THE—73m.—Classic	3089
EMERGENCY WEDDING—78m.—Columbia	2969
EMPEROR'S NIGHTINGALE, THE—70m.—Rembrandt	3079

ENFORCER, THE—87m.—Warners	3021
EUREKA STOCKADE (Massacre Hill)—102½m.—Pent.	2942
EXCHANGE GIRL—83m.—Films International	3048
EXCUSE MY DUST—82m.—MGM	3085
EXPERIMENT ALCATRAZ—58m.—RKO	2980

F

FABIOLA—96m.—UA	3071
FACE TO THE WIND—85m.—Lafayette	3019
FANCY PANTS—92m.—Paramount	2925
FAREWELL TO YESTERDAY—90m.—20th-Fox	2942
FAT MAN, THE—77m.—U-I	3054
FATHER TAKES THE AIR—61m.—Monogram	3088
FATHER'S LITTLE DIVIDEND—81m.—MGM	3033
FATHER'S WILD GAME—61m.—Monogram	2978
FIGHTING COAST GUARD—86m.—Republic	3071
FILM WITHOUT A NAME—75m.—Oxford	2972
FINGERPRINTS DON'T LIE—54m.—Lippert	3037
FIRST FRONT—77m.—Artkino	3063
FIRST LEGION, THE—86m.—UA	3065
FIVE—91m.—Columbia	3061
FLAME OF STAMBOUL—68m.—Columbia	3041
FLAMING HEARTS—67m.—Cosmopolitan	2957
FLESH WILL SURRENDER—96m.—Lux	2958
FLYING MISSILE, THE—92m.—Columbia	3004
FOLLOW THE SUN—90m.—20th-Fox	3047
FOOTLIGHT VARIETIES—61m.—RKO	3050
FOR HEAVEN'S SAKE—92m.—20th-Fox	2981
FOR THEM THAT TRESPASS—93m.—Stratford	2951
FORT SAVAGE RAIDERS—54m.—Columbia	3045
FORT WORTH—80m.—Warners	3078
FOURTEEN HOURS—92m.—20th-Fox	3041
FRANCIS GOES TO THE RACES—87m.—U-I	3081
FRENCHIE—81m.—U-I	2982
FRISCO TORNADO—60m.—Republic	2941
FULLER BRUSH GIRL, THE—85m.—Columbia	2939
FURIES, THE—109m.—Paramount	2879
FURY OF THE CONGO—69m.—Columbia	3033

G

GAMBLING HOUSE—80m.—RKO	3004
GASOLINE ALLEY—77m.—Columbia	3013
GENE AUTRY AND THE MOUNTIES—70m.—Columbia	3017
GHOST CHASERS—68m.—Monogram	3078
GLASS MENAGERIE, THE—107m.—Warners	2942
GO FOR BROKE—92m.—MGM	3050
GOD NEEDS MEN—95m.—AFE	3055
GOLDBERGS, THE (Molly)—82½m.—Paramount	2979
GOLDEN SALAMANDER—96m.—UA (ELC)	2986
GOODBYE, MY FANCY—107m.—Warners	3055
GREAT CARUSO, THE—109m.—MGM	3061
GREAT MANHUNT, THE—see State Secret	
GREAT MISSOURI RAID, THE—85m.—Paramount	2979
GROOM WORE SPURS, THE—81m.—U-I	3027
GROUND FOR MARRIAGE—91m.—MGM	2994
GUNFIRE—59m.—Lippert	2961
GUNPLAY—61m.—RKO	3062
GUY WHO CAME BACK, THE—91m.—20th-Fox	3089
GYPSY FURY—94m.—Monogram	3026

H

HALF ANGEL—77m.—20th-Fox	3054
HALLS OF MONTEZUMA—113m.—20th-Fox	2996
HAMLET—153m.—U-I	2957
HAPPIEST DAYS OF YOUR LIFE, THE—81m.—London	2953
HARD, FAST AND BEAUTIFUL—76m.—RKO	3089
HARLEM FOLLIES—46m.—Classic	2931
HARRIET CRAIG—94m.—Columbia	2961
HARVEY—104m.—U-I	2959
HEADLINE—76m.—English	3020
HEART OF THE ROCKIES—67m.—Republic	3054
HER FIRST ROMANCE—73m.—Columbia	3069
HERE COME THE HUGGETS—80m.—Pentagon	3011
HE'S A COCKEYED WONDER—77m.—Columbia	2961
HIDDEN CITY, THE—71m.—Monogram	2956
HIDDEN RIVER—98m.—Clasa-Mohme	2997
HIGHWAY 301—83m.—Warners	2983
HILLS OF IRELAND—60m.—World Travel	3051
HIT PARADE OF 1951—85m.—Republic	2963
HOBBOES IN PARADISE—84m.—Distinguished	2951
HOLIDAY RHYTHM—60-70m.—Lippert	2955
HOLLYWOOD PEEP SHOW—80m.—Roadshow Att.	3049
HOLLYWOOD STORY—77m.—U-I	3078
HOLY YEAR AT THE VATICAN—66m.—Astor	2939
HOME TOWN STORY—61m.—MGM	3069
HORSEMEN, THE—100m.—Artkino	3027
HOUSE ON TELEGRAPH HILL, THE—93m.—20th-Fox	3039
HOT ROD—61m.—Monogram	2955
HUE AND CRY—82m.—Fine Arts	2997
HUNT THE MAN DOWN—68m.—RKO	3004

I

I CAN GET IT FOR YOU WHOLESAL—90m.—20th-Fox	3047
I KILLED GERONIMO—61m.—UA-ELC	2955
I SHOT BILLY THE KID—57m.—Lippert	2923
I WAS A COMMUNIST FOR THE F.B.I.—83m.—Warners	3072
I WAS AN AMERICAN SPY—86m.—Allied Artists	3053
I'D CLIMB THE HIGHEST MOUNTAIN—88m.—20th-Fox	3010
IGNACE—78m.—MPSC	2951
I'LL GET BY—82m.—20th-Fox	2949
IN OLD ARMY—81m.—Republic	3081
INDIAN TERRITORY—70m.—Columbia	2923
INHERITANCE, THE—90m.—Fine Arts	3020
INSIDE STRAIGHT—87m.—MGM	3038
INSIDE THE WALLS OF FOLSOM PRISON—87m.—W8	3081
INSURANCE INVESTIGATOR—60m.—Republic	3050
INTERNATIONAL BURLESQUE—80m.—Jewel	2973
IT'S HARD TO BE GOOD—87m.—Pentagon	3004

J

JACKPOT, THE—86m.—20th-Fox	2949
JACQUELINE MISBEHAVES—70m.—Regal	3020
JOAN OF ARC—118m.—RKO	2956
JOE PALOOKA IN THE SQUARED CIRCLE—63m.—Mon.	2970
JOSEPH SCHMIDT STORY, THE—76m.—Arthur Davis	3055
JUNGLE HEADHUNTERS—66m.—RKO	3070

K

KANGAROO KID, THE—73m.—UA (ELC)	2947
KANSAS RAIDERS—80m.—U-I	2982

KATIE DID IT—81m.—U-I	3059
KEFAUVER CRIME INVESTIGATION, THE—52m.—20th-Fox	3054
KILLER THAT STALKED NEW YORK, THE—78m.—Col.	2977
KIM—113m.—MGM	2994
KING OF THE BULLWHIP—60m.—Western Adventure	2997
KING OF THE WILD HORSES—66m.—Columbia	3045
KING SOLOMON'S MINES—102m.—MGM	2940
KON-TIKI—73m.—RKO	3050
KOREA PATROL—57m.—UA (ELC)	2999
KRAKATIT—102m.—Artkino	3079

L

LADY PANAME—97m.—Discina	3048
LADY TAKES A CHANCE, A—87m.—RKO	2980
L'AFFAIRE—87m.—International Film	2983
LAST HOLIDAY—88m.—Stratford	2972
LAST ILLUSION, THE—89m.—Films International	3055
LAST OF THE BUCCANEERS—79m.—Columbia	2947
LAW OF THE 8ADLANDS—60m.—RKO	3002
LAW OF THE PANHANDLE—55m.—Monogram	2948
LAST OUTPOST, THE—89m.—Paramount	3062
LEMON DROP KID, THE—91m.—Paramount	3046
LET'S DANCE—112m.—Paramount	2925
LIEUTENANT CRAIG—MISSING—85m.—Lux	3089
LIFE OF HER OWN, A—107m.—MGM	2924
LIGHTNING GUNS—55m.—Columbia	2993
LIGHTNING STRIKES TWICE—91m.—Warners	3034
LION HUNTERS, THE—72m.—Monogram	3053
LITTLE BALLERINA—60m.—U-I	3047
LITTLE 816 HORN—85m.—Lippert	3085
LONELY HEARTS 8ANDITS—60m.—Republic	2928
LONG DARK HALL, THE—86m.—UA (ELC)	3037
LOOK BEFORE YOU LOVE—96m.—Bell	2972
LORNA DOONE—84m.—Columbia	3088
LOST PEOPLE, THE—89m.—Pentagon	2951
LOVERS OF VERONA, THE—90m.—Souvaine Selective	3051
LUCKY NICK CAIN—87m.—20th-Fox	3029
LULLABY OF BROADWAY—92m.—Warners	3048

M

M—88m.—Columbia	3037
MA AND PA KETTLE BACK ON THE FARM—81m.—U-I	3047
MACBETH—85m.—Republic	2957
MAD QUEEN, THE—107m.—Azteca	2964
MAD WEDNESDAY—77m.—RKO	2962
MADELEINE—99m.—U-I	2934
MADNESS OF THE HEART—67m., 90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN FROM PLANET X, THE—70m.—UA	3054
MAN FROM SONORA—54m.—Monogram	3061
MAN WHO CHEATED HIMSELF, THE—81m.—20th-Fox	3002
MAN WITH MY FACE, THE—79m.—UA	3081
MANON—91m.—Discina	3003
MARRIAGE OF FIGARO—87m.—Central Cinema	2972
MASK OF THE DRAGON—54m.—Lippert	3045
MASSACRE HILL—see Eureka Stockade	
MATING SEASON, THE—101m.—Paramount	3009
MATTER OF MURDER, A—52m.—Hoffberg	2973
METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MILLION DOLLAR PURSUIT—60m.—Republic	3086
MINIVER STORY, THE—104m.—MGM	2948
MINNE—82m.—Hakim	3075
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER 880—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—UA (ELC)	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTECELLO HERE WE COME—74m.—Cinema Service	3022
MR. IMPERIUM—87m.—MGM	3078
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926
MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—UA (ELC)	3025
MY FORBIDDEN PAST—70m.—RKO	3046
MY OUTLAW BROTHER—see My Brother, The Outlaw	
MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996

N

NAUGHTY ARLETTE—86m.—UA	3078
NAVY 8OUND—60m.—Monogram	3038
NEVER A DULL MOMENT—89m.—RKO	2962
NEW MEXICO—78m.—UA	3071
NIGHT INTO MORNING—86m.—MGM	3080
NIGHT RIDERS OF MONTANA—60m.—Republic	3041
NO ORCHIDS FOR MISS 8LANDISH—92m.—Renown	3042
NO PLACE FOR JENNIFER—90m.—Stratford	3063
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970

O

ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OHI SUSANNA—91m.—Republic	3038
OLIVER TWIST—105m.—UA	3071
ON THE RIVIERA—90m.—20th-Fox	3063
ONE MINUTE TO TWELVE—78m.—UA (ELC)	3009
ONE TOO MANY—105m.—Hallmark	2997
ONLY THE VALIANT—105m.—Warners	3040
OPERATION DISASTER—100m.—U-I	3010
OPERATION PACIFIC—109m.—Warners	3011
OPERATION X—79m.—Columbia	3001
ORPHEUS—94m.—Discina	2951
OUR DAILY BREAD—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
OUTRAGE—75m.—RKO	2927
OUTSIDER, THE—95m.—Ballantine	2973

(Continued on page 3091)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen)	Katie Did It M. Stevens, A. Blyth, C. Stevens	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart
Smuggler's Gold C. Mitchell, A. Blake,	Kentucky Jubilee J. Colonna, J. Porter, J. Ellison	Go For Broke V. Johnson, W. Anderson	Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor)	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Sealed Cargo D. Andrews, C. Belenda, C. Rains	In Old Amarillo R. Rogers, P. Edwards	Rawhide T. Power, S. Hayward, H. Marlowe	Try And Get Me F. Lovejoy, K. Ryan, (Stillman)	The Fat Man J. Smart, J. London, R. Hudson	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Snake River Desperadoes, W C. Starrett, S. Burnette	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Home Town Story J. Lynn, M. Reynolds, D. Crisp	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase			Million Dollar Pursuit P. Edwards, S. Flagg	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	The Prowler V. Heflin, E. Keyes, (Eagle)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	
The Brave Bulls M. Ferrer, Miroslava (Partly made in Mexico)			Nevada Badmen, W W. Wilson, F. Knight, P. Coates			Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen, J. Bell		Odette A. Neagle (English-made) (Lopert)		
When The Redskins Rode J. Hall, M. Castle (Supercinecolor)						Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico)				
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brat M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Litel (Supercinecolor)	Savage Drums Sabu, L. Baron, H. B. Warner	No Questions Asked B. Sullivan, A. Dahl, G. Murphy	Father Takes The Air R. Walburn, M. McClure, G. Gray		Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor)	Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	Half Angel J. Cotten, L. Young (Technicolor)	Two Gals and A Guy J. Paige, R. Alda (ELC)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart
China Corsair J. Hall, L. Ferraday, R. Randell	Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	Kind Lady E. Barrymore, M. Evans, A. Lansbury	Montana Desperado, W J. M. Brown		Gunplay, W T. Holt, J. Dixon, R. Martin		As Young As You Feel M. Woolley, T. Ritter, D. Wayne	The Man With My Face B. Nelson, C. Matthews's (Gardner) (Made in Puerto Rico)	Strangers On A Train F. Granger, R. Roman, R. Walker	
Silver Canyon G. Autry, G. Davis, P. Buttram								Three Steps North L. Bridges (Wildier)		
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
	G. I. Jane J. Porter, T. Neal, I. Adrian	Kind Lady E. Barrymore, M. Evans, A. Lansbury	Yukon Manhunt K. Grant, G. Davis, Chinock	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor)		The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor)	Cairo Road E. Portman (English-made) (ELC)	The Prince Who Was A Thief T. Curtis, P. Laurie, J. Carey (Technicolor)	Forth Worth R. Scott, D. Brian, P. Thaxter (Technicolor)
	Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore	Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor)	Stagecoach Driver, W W. Wilson, F. Knight, G. Winters	Ace In The Hole K. Douglas, J. Sterling, B. Arthur		South Of Caliente R. Rogers, D. Evans, P. Lee	The Frogmen R. Widmark, D. Andrews, G. Merrill	He Ran All The Way J. Garfield, S. Winters (Robertis)	Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway	Captain Horatio Hornblower G. Peck, V. Mayo, I. Wells (Made in England) (Technicolor)
	Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay	The Law and Lady Lovely G. Garson, M. Wilding, M. Main	Let's Go, Navy Bowery Boys			The Dakota Kid, W M. Chapin, E. Janssen	The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell	Pardon My French M. Oberon, P. Henreid (ELC)	Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	Jim Thorpe, All American B. Lancaster, C. Bickford, P. Thaxter
	The Lost Continent C. Romero, H. Brooke, C. Chandler					Unclaimed Cargo R. Elliott, P. Edwards, R. Vallin		Cyrano De Bergerac J. Ferrer, M. Powers, W. Prince (Kramer) (Regular release)		

HOLIDAYS
June 14—Flag Day
June 17—Father's Day

ALLIED ARTISTS
May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy
July—Disc Jockey—G. Simms, M. O'Shea, T. Drake

REALART
May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Boles, B. Cabot, M. Evans

BECAUSE

For the first time in
film history, a picture is
launched with an "Oscar"
prior to general release!

JOSÉ
FERRER

1951's ACADEMY AWARD
WINNER in...

STANLEY KRAMER'S PRODUCTION

Cyrano

de Bergerac

co-starring
MALA POWERS

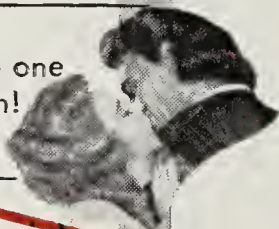
with
William Prince • Morris Carnovsky • Ralph
Clanton • Lloyd Corrigan • Virginia Farmer
Produced by Stanley Kramer • Directed by
Michael Gordon • Screenplay by Carl Foreman
Associate Producer George Glass • Music
Composed and Directed by Dimitri Tiomkin

BECAUSE...

More than \$1,000,000 worth
of advance public penetra-
tion achieved in not one but
FIVE pre-selling campaigns!

He was three musketeers in one
— and one lover in a million!

Immediately following special
selected roadshow exhibition
playdates, "CYRANO" is now
ready for general release and
FOR THE FIRST TIME AT POPU-
LAR PRICES!



BECAUSE... IT'S RELEASED THRU **UA**

EXHIBITOR



46 Number 6
Sections: Section One

JUNE 13, 1951

AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

RAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

ring THE SERVICESECTION



There's No Business Like 20th Century-Fox Business

GO FOR BROKE!"

Go For Thrills!
Go For Romance!
Go For Adventure!
Go For LAUGHS!



Uncle Sam, he made the pants too long!



It was a talented musical outfit!



Objective within sight.



"Go For Broke!" means "Shoot The Works."



GO FOR BROKE! EXTRA WEEKS



3rd Big Week
Capitol,
New York



3rd Big Week
Philly



3rd Big Week
State
Los Angeles



BIGGEST OF YEAR AT CAPITOL, NEW YORK AS CRITICS CHEER!

Discriminating N.Y. critics say:

"Irresistible entertainment! As stirring as the music of a parade band!"—*HERALD TRIBUNE*

"Deserves the highest praise!"—*TIMES*

"First-rate entertainment . . . thrills . . . humor touches . . . humor!"—*POST*

"Impressive tribute to courage and heroism!"—*JOURNAL-AMERICAN*

"Realistically and excitingly staged . . . a rousing tribute!"—*WORLD-TELEGRAM*

"Exciting film!"—*MIRROR*

"Superior to 'Battleground'!"—*COMPASS*

HOLD-OVERS!

OUT OF 10 FIRST DATES!



1st Big Week
Egyptian,
Los Angeles



2nd Big Week
Wash., D. C.



4th Big Week
Hawaii



2nd Big Week
Long Beach,
Calif.



2nd Big Week
Houston,
Texas



2nd Big Week
Atlanta



M-G-M's "GO FOR BROKE!"

HOLDING EVERYWHERE!

Extra! Press-Time! 2nd Weeks at Seattle,
South Bend, Minneapolis and Charleston, W. Va.

Springfield, Mass. doing "Annie Get Your
Gun" biz.

Los Angeles State Theatre is enjoying
"Annie" biz!

Long Beach, Cal. tops wonderful "Annie."

Bremerton, Wash. opening tops
"Battleground."

Miami, Fla. opening is a few dollars
under "Battleground."



PRAISE

TO ALL!

M-G-M Presents

"GO FOR BROKE!"

STARRING

VAN JOHNSON

AND

**THE HEROES OF THE
442nd REGIMENTAL
COMBAT TEAM**

Written and Directed by
ROBERT PIROSH

Produced by
DORE SCHARY

400 THEATRES WHOOP IT UP FOR A GREAT ACTION SHOW!



Yes, sir! Four hundred theatres in the Kansas City, Salt Lake, Oklahoma City and Denver Exchange territories grouped for mid-June and early July to launch RKO's sensational saga of hot lead and cold courage!... Happy showtime excitement and ballyhoo sweeping like wildfire across the prairies to the mountains, for the one big show as glorious as the West it pictures!

RKO
presents

BEST OF THE BADMEN

COLOR BY
TECHNICOLOR

starring

ROBERT RYAN • CLAIRE TREVOR
JACK BUETEL • ROBERT PRESTON

with WALTER

BRENNAN

JOHN ARCHER
LAWRENCE TIERNEY



Directed by WILLIAM D. RUSSELL • Screenplay by ROBERT HARDY ANDREWS and JOHN TWIST



ADD this to the unique experiences of a drive-in manager. This particular open-airer had a bunny village as an attraction for the kiddies. Early one morning the manager was leaving the drive-in when he spotted rabbits sitting by the side of the road. Quick as a flash, the manager raced cross country after the rabbits. A half hour later, he came back to his bunny village to see how many had escaped. All dozen were there, peacefully sleeping. The rabbits the manager had chased were field rabbits.

★

AN AGGRESSIVE drive-in owner is the exhibitor who bought 3,200 legal-size fish from Canada to stock his artificial lake in back of the open-airer. He charges \$1 a day for fishing privileges.

★

A FILM called "Saturday Island" should have a spot in it for somebody's "Girl Friday."

★

AN EXHIBITOR celebrating 40 years in the business says: "I've never fired an employe."

★

THE ENTHUSIASM of some youthful moviegoers was squelched by police in a western city who pointed out that riding their bicycles up and down the aisles of the theatre was not strictly recreation. The lads were given lectures, and released to their parents.

—H. M. M.

I N D E X

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THE COVER PHOTO

When Francis, U-I's "talking" mule star of the forthcoming "Francis Goes to the Races," visited Cleveland recently on his current tour on behalf of the U. S. Savings Bond Drive, he and Nancy James, "Miss Defense Bond of 1951," were met by Vaughn O'Neill, manager, Loew's State.

EXHIBITOR

VOL. 46, No. 6



JUNE 13, 1951

More Relief Is Needed

MORE than one distribution executive must be looking these days at lists of closed houses which branch managers have been asked to compile, but whether this will result in consideration for these theatres or those which are faced with the prospects of going dark is still questionable.

TWO COMPANIES, MGM and 20th-Fox, have officially declared that their branch managers have been instructed to give the best possible consideration to theatres which will be compelled to close unless they secure relief.

AND still some exhibitors are being told by some salesmen: "Even if we gave you the film for nothing, you'd still lose money."

EXPERIENCED film men will agree that closing a theatre should only be done as a last resort. Darkening a house for the summer is not economical. Good pictures are still making a dollar, and if the public is deprived of the opportunity of going to the movies, no matter how irregularly, experience has shown they lose the habit entirely if a theatre is not available when the desire to attend occurs.

THEN there are the physical aspects. A darkened house gets musty, loses much by being taken out of circulation, and the expense involved in closing and then reopening must also be considered.

IT WAS Trueman Rembusch who said that "there is a short-sighted force in our industry, a force that will consume it unless it is stopped." No one will argue that point. And that force is failure to realize that when this industry loses its confidence in itself it will lose practically everything.

TO PUT IT frankly, now is the time for everyone to show that he has the guts to keep going, and if the distributors will do their part, we are certain that they will not find the exhibitors wanting.

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ON THE COAST, THE "FRANCIS BONDMOBILE" GETS A ROUSING SENDOFF ON ITS 35-CITY TOUR FROM STARS AND FEATURED PLAYERS AT U-I STUDIO.

Francis Goes To The Country

In A Two-Fold Tour, The U-I Star Sells His Latest Picture And U.S. Bonds



In Atlanta, Francis and his Bondmobile lead the newsboys' parade which launched the bond drive.

WHEN U-I made "Francis" last year, many in the industry heehawed the idea of starring a "talking" mule. Anyway, U-I started the showmanship ball rolling, and exhibitors all over the country took up from there to make "Francis" the biggest grossing film on the U-I schedule.

After he completed his second picture at U-I, "Francis Goes To The Races," Francis heard that the U. S. Treasury Department was casting around for a star to spark the bond pledge drive of the nation's newsboys. Francis filled the bill.

The publishers set up an ambitious tour of 35 key cities. U-I added an attractive model, Nancy "Chick" James, who was named "Miss Defense Bond of 1951," a dash of U-I showmanship, and the campaign was set up.

Invitational screenings of "Francis Goes To The Races" were held for newsboys and U. S. Defense Bond officials in each

city, opening the way for exhibitors to play host to sections of their communities to which they normally might not cater, and to perform a valuable public service. The exhibitors responded well. Public officials took the lead in welcoming Francis and his "Bondmobile" to their towns. Francis sparked bond rallies, led parades, and made visits to veterans and children's hospitals.

Secretary of the Treasury John W. Snyder joined Francis and U-I stars Dick Powell, Piper Laurie, and Tony Curtis in Atlanta to help launch the drive. Francis proved to be a fine trouper throughout, doing an excellent pre-selling job on the new film, rolling up goodwill for the industry, and helping the newsboys get urgently needed bond pledges.

Before the tour winds up in California on June 30, some 500,000 newspaper carriers of almost 700 daily newspapers will have taken part in the drive.



Dick Powell, Piper Laurie, Tony Curtis, and Secretary of the Treasury John Snyder are pictured in Atlanta with Nancy James, 'Miss Defense Bond of 1951.'



Arriving in Washington, D. C., Francis is welcomed by Secretary of Commerce Charles Sawyer and newspaper boys displaying special bond posters.



Fred Schanberger, manager, Keith's, Baltimore, Md., welcomes Francis and Miss James to a show for newspaper boys of "Francis Goes to the Races."



In front of the Fulton, Pittsburgh, Francis and Miss James pose with U-I salesman Pete Quitter, left; U-I branch head F. J. Guehl, and Forney Cowers.



Francis is welcomed to Newark, N. J., by manager Jack Reilly, left, Brantford. Standing with Miss James is Al Nugent, U. S. Savings Bond Division.



U-I exchangeites in Washington, D. C., including branch manager Joe Gins, take time out to have their picture taken with Francis and Miss James.



In Charlotte, Mayor Douglas Aitken presents the key to the city to Francis as newsboys look on.



Francis sparks a bond rally at the Marine QM depot, Philadelphia, as an amused crowd watches.



U-I personnel in Charlotte, with branch manager J. W. Greenleaf, greet the "Francis Bondmobile."

Here's the Ace
of Paramount's

**MORE,
BETTER, BIGGER
PICTURES**

KIRK DOUGLAS

"Socks across his role in fashion of 'Champion'"
in (Daily Variety)

ACE IN THE HOLE

with
**JAN
STERLING**

reaching stardom "in fine
performance." —Variety





And Here's the Ace Campaign of Paramount's Famed Pre-Selling

38-city advance tour by special representative in the most concentrated effort since "Samson and Delilah."

Pocket Preview booklet (stills and script excerpts) mailed to 7,500 public-opinion molders.

National ads in Life, Look, Collier's and Saturday Evening Post, plus complete fan schedule.

Kirk Douglas cross-country tour to meet the press.

Jan Sterling visit to New York for unprecedented magazine, press and radio build-up.

"Location" World Premiere in Albuquerque (where picture was filmed.)

Five months of advance screenings to set summer-long publicity breaks on coast to coast scale.

Special TV trailers.

Unusual exploitation material, now in hands of Paramount's field representatives.

—and many other ticket-selling aids set up for every type of situation.

WORD IS SPREADING WITH WORDS LIKE

BOXOFFICE	SOCKING	IMPORTANT
TENT	SHOCKING	EXCELLENT
E	FORCEFUL	VIVID
GGED	EMOTIONAL	STRONG
ALISTIC	TERRIFYING	BEST
Exhibitor	—M. P. Daily	—Film Daily

WOMAN'S SLANT

...ls will adore Douglas. He makes Cagney and ...gart look like sissies."—*Columnist Dorothy Kilgallen*

BOXOFFICE SLANT

...ill do strong business."—*Variety*

BOB ARTHUR • PORTER HALL

Produced and Directed by

BILLY WILDER

WRITTEN BY BILLY WILDER, LESSER SAMUELS
AND WALTER NEWMAN

Mel Konecoff's NEW YORK

PIPER LAURIE and Tony Curtis, stars of U-I's "The Prince Who Was A Thief," were in last week on the second stop of a 16-key city, cross-country tour, part of the promotional program developed by the company in connection with the picture. The pair had quite a busy schedule.

We think that Curtis got the best of the deal because he and Janet Leigh decided all of a sudden to get married in neighboring Connecticut with comedian Jerry Lewis and his wife serving as best man and matron of honor. Lewis behaved during the ceremony.



KONECOFF

Just to show how the U-I publicity boys are knocking themselves out, Curtis did a between-round interview with Dennis James during the Ezzard Charles-Joey Maxim heavyweight championship fight, and another widely seen interlude was the Curtis appearance on the Martin-Lewis television show, which certainly won't do the picture any harm. Those two breaks would in themselves be something of a plug but the gang refuses to rest, and the rest of their schedule looks like a commuter timetable.

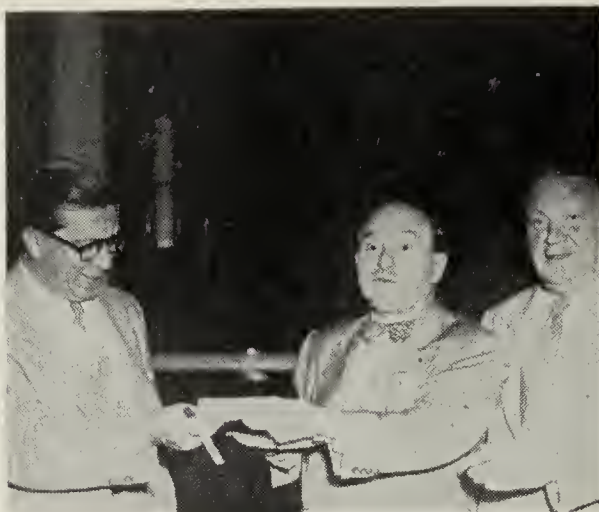
We caught up with the pair and Miss Leigh at a cocktail reception at the Stork Club, as did Al Daff, Leon Goldberg, Adolph Schimel, Dave Lipton, C. J. Feldman, James J. Jordan, Irving Sochin, Harry Fellerman, Charlie Simonelli, Phil Gerard, Jeff Livingstone, John Horton, Hank Linet, Monroe Greenthal, Si Seadler, Milt Livingstone, Boz Crowther, Tom Pryor, Abe Weiler, Leonard Lyons, etc., etc. It was an impressive party, and they seem like such "nice" people.

WTMSIM: Included in Ways To Make Staten Island Mad should be this item. Take Jerry Wald and Norman Krasna. Have them make a picture "Crash By Night," based on a stage play whose locale is Staten Island. Then have them change the setting to a California coastal city, and have one of the pair state: "Staten Island has become just another residential district. We needed a world harbor where ships from every port could be found."

For those not in the know Staten Island is a boro of New York City, and an active participant in the shipping biz of the city.

SOMNAMBULIST DIVISION: If you happen to be a sleepwalker, 20th Century-Fox would like to have you as a guest when "Half Angel" opens at the Roxy. All you need is a note from your doctor testifying you walk in your sleep. We could become really nasty at this point but we're afraid of a nasty note from COMPO.

THE METROPOLITAN SCENE: Several hundred leading area exhibitors turned out for the four Warner films, "Jim Thorpe—All American", "A Streetcar Named De-



Some 500 metropolitan area exhibitors attended the recent "Look Forward" screenings of forthcoming Warner releases at the Strand, New York City, and so pleased with what he saw was William Brandt, center, that he offered an advanced payment to Jules Lapidus, Warners' eastern and Canadian division sales manager. Smiling in approval is Mort Blumenstock, WB vice-president in charge of advertising-publicity.

U-I Executives See European Spurt

NEW YORK—The foreign sales outlook in western Europe is optimistic, according to U-I foreign sales manager Americo Aboaf last week. Aboaf, who recently returned from a tour of company offices in Europe and England, said that while attendance is down, boxoffice receipts are up, due to increased prices in admissions.

The business surge, Aboaf stated, has been steady. He said that U-I foreign sales over the past 28 weeks are up 18 per cent as compared to a similar period last year. Aboaf said that he found the greatest reconstruction activity in Italy and Germany, where American aid has been put to good use. Italian producers are planning productions directly aimed for the American public.

The two countries still in a slump are England and Belgium. Business is down about seven per cent in the British Isles. Belgium's national economy is still a little shaky, but is expected to perk up soon.

sire", "Strangers On A Train", and "Captain Horatio Hornblower" shown locally recently, and the reaction was of the better kind. . . . Technicolor should be announcing the results of its color television tube tests shortly. . . . Everybody gets into the price war. Now its Pete Smith, who switched the release of his short, "Bargain Madness," to tie in with the conditions that prevail. . . . The Sons of the Pioneers had a night at Carnegie Hall. . . . In case Hal Wallis is interested, his new "discovery", Vincent Edwards, has been in pictures before. He had a big role in "Mr. Universe". . . . Dave Lipton, ad.-pub. vice-president, U-I, is in for a visit. . . . The Capitol will remain open, and will continue its stage attractions at least through July. . . . U-I's "Hollywood Story" has been selected as "Go-See Picture of the Month" by the New York Subways. . . . Paul Terry's cartoon character, "Mighty Mouse", joined the Navy by having a rocket named after it. . . . RKO is sending out letters to 700 leading tennis clubs calling attention to "Hard, Fast, And Beautiful," which, incidentally, we understand, went back to the coast for additional retakes. . . . A good pressbook is out on "The Frogmen."

"Caruso", "Riviera", "Fabiola" Lead On Broadway

NEW YORK—Business in the Broadway first-runs was still led by Radio City Music Hall, the Roxy, and the Victoria. The other houses reported spotty business. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"ON THE RIVIERA" (20th-Fox). Roxy, with stage show, garnered \$63,000 from Wednesday through Sunday, with the third week plus the last three days of the second week, nine days in all, sure to top \$92,000.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, claimed \$86,000 for Thursday through Sunday, with the fifth week heading toward \$135,000.

"FABIOLA" (UA). Victoria reported \$29,000 for the second week.

"M" (Col.). Globe had a \$15,500 opening week.

"HOLLYWOOD STORY" (U-I). Paramount, with stage show, did \$51,000 on the opening week.

"GO FOR BROKE" (MGM). Capitol, with stage show, expected the third week to tally \$30,000.

"THE REDHEAD AND THE COWBOY" (Para.). Criterion had an \$18,000 opening week.

"VALENTINO" (Col.). Astor anticipated the eighth week at \$9,000.

"NIGHT INTO MORNING" (MGM). Loew's State reported a \$20,000 opening week.

Park-In Appeal Denied

WASHINGTON—Paramount-Richards Theatres was upheld last fortnight in its petition to the U. S. Supreme Court to reject the appeal by Park-In Theatres for royalties under a patent licensing agreement on the Hollingshead drive-in theatre patent. The patent expired last May. It had been held invalid in an earlier case brought by Park-In against Loew's Drive-In Theatres. Review was denied in a court order which did not involve a memorandum judgment.

MGM Delays Coast Cuts

HOLLYWOOD—At a special meeting of studio heads last week, MGM producers, directors, and department heads were told that company president, Nicholas Schenck believes that salary reductions are not necessary "at this time" if all economy measures compatible with the maintenance of quality are rigorously applied.

RKO Cashiers Hint Strike

NEW YORK—The IATSE Theatre Cashiers Local B-52 last week set June 20 as the date for the start of a strike against RKO Theatres in greater New York. Contract negotiations have been stalled.

Oklahoma City Deal Upheld

DENVER—The U. S. Court of Appeals last week upheld the Cooper Foundation of Nebraska and Dr. and Mrs. J. N. Harber in ownership and leasing of the Liberty, Oklahoma City.

DYNAMITE HITS THE SCREEN!

...WITH THEIR
KIND OF
LOVE!

JOHN GARFIELD

SHELLEY WINTERS



...WITH THE
HOTTEST
BOXOFFICE
TEAM IN THE
BUSINESS!

...WITH THIS
KIND OF
WORLD
PREMIERE!

HE RAN
ALL

THE WAY



BOXOFFICE
DYNAMITE
thru

UA

A ROBERTS PRODUCTION

with WALLACE FORD • SELENA ROYLE and Bobby Hyatt
Based on a novel by Sam Ross • Screenplay by Guy Endore
Produced by Bob Roberts

PARAMOUNT THEATRE
NEW YORK CITY—JUNE 20th
followed by hundreds of
day-and-date saturation
bookings!

This Was The Week When . . .

U-I's "Daff World-Wide Sales Drive" wound up with the biggest week ever recorded in the history of the company. . . . WB held the world premiere of "Fort Worth" in Fort Worth, Tex. . . . Marc J. Wolf, International Chief Barker, Variety Clubs International, announced that an application for a charter to be issued for a club in Dublin, Ireland, to be known as Tent 41 of Ireland, had been received. . . . Alfred Hitchcock, director of WB's "Strangers On A Train," started a cross-country publicity tour in Boston. . . . Paramount held a three-theatre world premiere of "Ace In The Hole" in Albuquerque, N. M.

British exhibitors launched a talent search to select the "Festival Girl," who will visit this country in connection with the current Festival of Britain. . . . RKO concluded a deal for the distribution of three pictures to be made by Aubrey Wisberg and Jack Pollexfen for American Pictures Corporation. . . . UA revealed that it would have six pictures on Broadway in one month, from June 11-July 10, "He Ran All The Way", "Three Steps North", "The Man With My Face", "Four In A Jeep", "Circle Of Danger", and "The Prowler."

Paramount said it will produce a seven-minute, 16mm. fashion show film in a four-way tieup for "That's My Boy," to serve as a trailer for 100 department stores in key cities scheduled to participate, plus fashion schools, TV stations, and colleges. . . . In Chicago, a federal grand jury probe of alleged price-fixing by area drive-ins was scheduled to start. . . . In Richmond, Va., the U. S. Circuit Court affirmed the decision handed down in the Windsor-Walbrook Amusement Company, Baltimore, Md., clearance case.

NPA Processing In D. C.

WASHINGTON—The National Production Authority announced last week that all applications by theatre owners for exception or exemption from the NPA construction control order will be processed only in Washington. The application may be filed in NPA field offices but will be forwarded to Washington for action.

The NPA set the use of iron and steel in the manufacture of theatre seats and certain other equipment in the third quarter at 70 per cent of the base period rate of consumption. The base period, however, was made to be either the first half of 1950 or the last half of 1949, at the option of the producer. The use of steel for these items during the second quarter was 80 per cent of the base period, but the base period was required to be the first half of 1950. Affected by the order, in addition, are manufacturers of display cases, radio and television sets, amateur box-type cameras, and 8mm. motion picture cameras and projectors, signs, and vending machines.

Makers of floodlights asked NPA to increase the amount of secondary aluminum which they can use.

Louis, Savold Fight Providing TV Test

NEW YORK—Nathan L. Halpern, Fabian Theatres and TOA video consultant, and James D. Norris, president, International Boxing Club, jointly announced last week the exclusive theatre televising of a series of major outdoor prize fights during the summer on an experimental basis, with some seven theatres in five cities expected initially to comprise the network.

The first event to be so handled will be the Joe Louis-Lee Savold fight scheduled for tonight (June 13). This will not be channeled for home reception, neither will it be shown in theatres in the local area.

Participating theatres will be Fabian's Palace, Albany; Loew's Century, Baltimore, Md.; RKO Keith's, Washington; Shea's Fulton, Pittsburgh; RKO Palace, Cleveland, and B and K's Tivoli and State Lake, Chicago.

RCA theatre-TV equipment is being installed in the Baltimore and Cleveland houses, to be completed in time for the fight. Depending upon clearance, further fight pickups may also go to TV-equipped theatres in Minneapolis, Boston, Detroit, and Binghamton, N. Y.

The second fight attraction will be the LaMotta-Murphy battle on June 27, to go to the same theatres participating in the first pickup.

Hughes Appeal Action Delayed

WASHINGTON—The U. S. Supreme Court last week put off until October action on Howard Hughes' appeal from the New York Statutory Court decision giving him two years in which to sell his trustee RKO Theatres stock.

Rep. D. M.'s Aid Drive

NEW YORK—Republic district managers Walter L. Titus, Jr., James V. O'Gara, and John P. Curtin, left last week for visits to Republic branches currently conducting a "Jimmy Grainger Friendship Drive" in tribute to Republic's executive vice-president in charge of sales and distribution.

MPSC Executives Sued

CHICAGO—Henri Ellman Enterprises, Inc., last fortnight filed suit in the Supreme Court of the State of New York, against Neil Agnew, Charles Casanave, and Motion Picture Sales Corporation for alleged non-performance of contract.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

20TH-FOX

"The Frogmen"—High rating.

PARAMOUNT

"That's My Boy"—High rating.

20TH-FOX

"Take Care Of My Little Girl"—Should get into the better money.

Green Asks Admission Controls

WASHINGTON—William Green, president, American Federation of Labor, said last week while testifying before the House Banking Committee that while the list of items exempt from price controls is comprised of many small individual items, they add up together to almost 15 per cent of the average family budget. Motion picture admissions account of 2.2 per cent of the consumers' price index and newspaper prices for 1.5 per cent, Green said.

"We feel," the AFL head testified, "that changes are required in the subsection, which concerns the prices established for newspapers, magazines, books, and admissions to motion pictures."

When the special panel of the Wage Stabilization Board completed hearings, it had a record made by motion picture and other price ceiling-exempt industry labor unions seeking to make the point that wage ceilings are not justified in any business which may fix its prices for the commodities it sells.

Frank R. Murdock, IATSE general counsel, and Claire Meeder, American Federation of Musicians, challenged the propriety of wage ceilings where prices aren't controlled, and were supported with legal argument by Robert W. Gilbert, AFL film counsel, who contended that the law did not provide, nor did it intend, that there should be wage ceilings in the motion picture industry.

Scrap Program Aid Asked

HOLLYWOOD—Manley Fleishman, National Production Authority administrator, last fortnight requested the Theatre Equipment and Supply Manufacturers' Association to organize among its members a program to help meet the urgent need for iron and steel scrap for the defense effort.

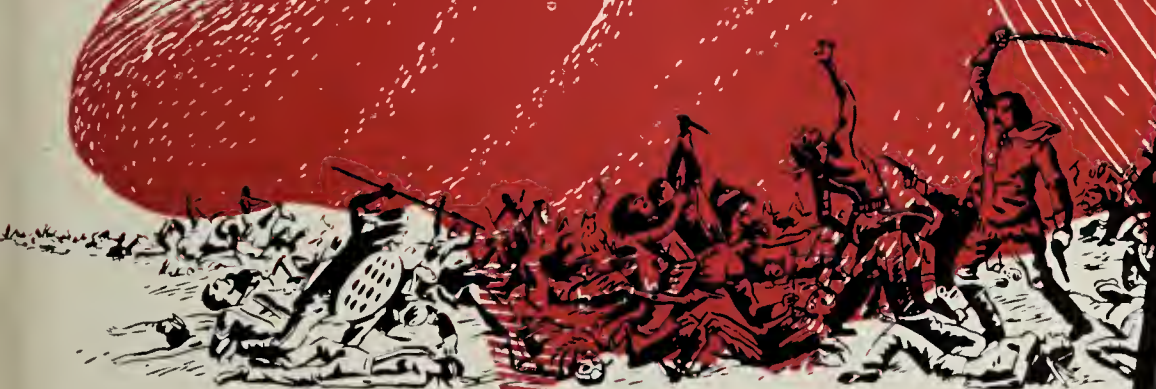


Seen at the recent trade press meeting in New York City held by Al Lichtman, director of distribution, 20th Century-Fox, at which he introduced his eastern and western sales managers, Arthur Silverstone and E. W. Aaron, were at head of table, Chas. Einfeld, Aaron, Lichtman, Silverstone, and W. C. Gehring.

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The Sioux Indians' Greatest ADVENTURE!

LITTLE BIG HORN



A ROBERT L. LIPPERT Presentation

starring

LLOYD BRIDGES • JOHN IRELAND • MARIE WINDSOR

with REED HADLEY • JIM DAVIS • HUGH O'BRIAN • WALLY CASSELL • King Donovan • Sheb Wooley • John Pickard

Richard Emory • Written and Directed by **CHARLES MARQUIS WARREN**

Produced by CARL K. HITTLEMAN • From a Story by Harold Shumate • Released by Lippert Pictures, Inc.

BIG!

LIPPERT

MISCELLANEOUS

Newsreels

MOVIETONE NEWS (Vol. 34, No. 46) Korea: UN blasts Reds. Israel: Iraq Jews reach promised land. Italy: Military might paraded. Germany: D. P.'s enlist in Munich. McChord Air Force Base, Wash.: C-124, "flying whale" troop plane. Norfolk, Va.: Confederate vets' last reunion. Annapolis, Md.: Middies graduate. New London, Conn.: Secretary of Treasury Snyder lays cornerstone (only New Haven). San Diego, Cal.: "Frogmen" train the hard way (only Los Angeles). Washington: Celebrities' golf tourney. Italy: Chariot racing revived. Gardena, Cal.: Auto stuntmen.

NEWS OF THE DAY (Vol. XXII, No. 280) Annapolis, Md.: Middies graduate. Washington: Secretary of State Acheson defends Far East policies. Italy: Military might paraded. Norfolk, Va.: Confederate vets' last reunion. Washington: Celebrities' golf tourney. Gardena, Cal.: Auto stuntmen. Italy: Chariot racing revived.

PARAMOUNT NEWS (No. 83) Annapolis, Md.: Middies graduate. Burlington, Colo.: Man attends his own funeral. Washington: Secretary of State Acheson defends Far East policies. France: General Omar Bradley meets General Eisenhower. Italy: Pope Pius dedicates church. Iran: Oil dispute.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 462) Annapolis, Md.: Middies graduate. Washington: Secretary of State Acheson defends Far East policies. France: General Omar Bradley meets General Eisenhower. Washington: President Truman host to artists. Italy: Military might paraded. Denmark: Highway safety fence. East Stanwood, Wash.: Canned milk proves worth. Italy: Chariot racing revived. Gardena, Cal.: Auto stuntmen.

WARNER PATHE NEWS (Vol. 22, No. 85) Korea: UN blasts Reds. Muroc, Cal.: "Flying Dart". Norfolk, Va.: Confederate vets' last reunion. England: Britons relax. Washington: Secretary of State Acheson defends Far East policies. France: General Omar Bradley meets General Eisenhower. Germany: General Bradley. California: Virginia Mayo, "three-dimensional queen." Gardena, Cal.: Auto stuntmen. Washington: Celebrities' golf tourney. New York: Cardinal Spellman at Corpus Christi rites (New York only).

TELENEWS DIGEST (Vol. V, No. 23-A) Korea: UN blasts Reds. Korea: Ground forces test napalm bombs. Norway: General Eisenhower inspects troops. Israel: Arabs live in peace with Jews. Japan: Memorial Day. England: Margaret Truman arrives. Hollywood: Funeral of Fanny Brice. Pittsburgh: Steel Cup regatta.

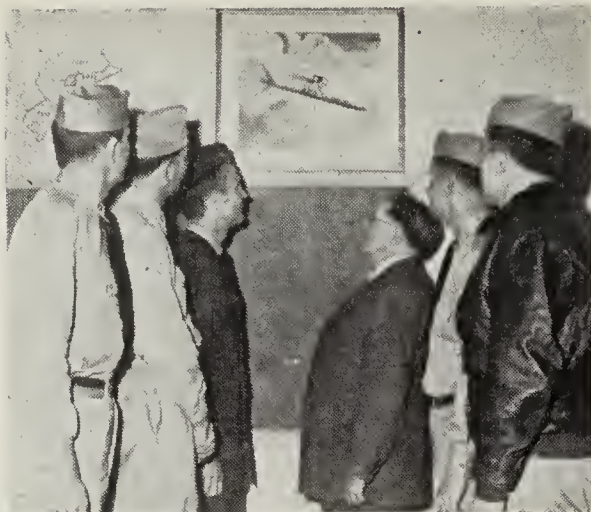
IN ALL FIVE:

Indianapolis: Motor classic.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 45) Iran: World faces crisis over oil. Korea: Planes blast Reds. San Francisco: Korea jet ace returns home. Germany: Fourth Division troops land. New York: Polar solo flier. Annapolis, Md.: Color girl. White Plains, N. Y.: Women golf champs tie. England: The Derby.

NEWS OF THE DAY (Vol. XXII, No. 279) New York: Polar solo flier. Korea: Planes



"Mighty Mouse" recently went into position in the ready room of the naval air station at Floyd Bennett Field, New York City, as Captain Ben Scott Custer, field commandant, accepted an original painting for the U. S. Navy Department from Paul Terry, creator of the 20th-Fox cartoon character. The presentation was made recently in connection with the navy's naming its new air-to-air missile, "Mighty Mouse Rocket."

blast Reds. San Francisco: Korea jet ace returns home. New York: Baby gorilla at Bronx zoo. New York: Magicians' convention. White Plains, N. Y.: Women golf champs tie.

PARAMOUNT NEWS (No. 82) Germany: Fourth Division troops land. New York: Polar solo flier. France: Paris fashion blooms with ideas for coiffures. Annapolis, Md.: Color girl. Thailand: First planes delivered under Mutual Defense Assistance program. England: The Derby.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 461) Thailand: First planes delivered under Mutual Defense Assistance program. Annapolis, Md.: Color girl. Korea: Planes blast Reds. New York: Polar solo flier. San Francisco: Korea jet ace returns home. New York: Magicians' convention. Ohio: Billy Joe Davidson, prize rookie, signs to pitch for Cleveland.

WARNER PATHE NEWS (Vol. 22, No. 84) Germany: Fourth Division troops land. Korea: Planes blast Reds. Annapolis, Md.: Color girl. San Francisco: Korea jet ace returns home. Italy: Reds swamped in elections. Belgium: Bastogne remembers. New York: Baby gorilla at Bronx zoo. White Plains, N. Y.: Women golf champs tie.

TELENEWS DIGEST (Vol. V, No. 22-B) Germany: US builds up army in Europe; Army Chief of Staff General Collins tours the West's defenses. Korea: Cameramen at war. Italy: Reds swamped in elections. Italy: Firemen follies. Germany: Ambassador to Moscow, Admiral Alan G. Kirk, stops off on way to Paris. Indo-China: ECA rice comes to aid of Vietnam refugees. Washington: Navy Chief of Staff Admiral Forrest P. Sherman testifies in the great debate. New York: Memorial canteen named for Al Jolson.

NATIONAL LEGION OF DECENCY

June 7, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Blazing Bullets" (Mono.); "Canyon Raiders" (Mono.); "Excuse My Dust" (MGM); "Her First Romance" (Col.); "In Old Amarillo" (Rep.); "Thunder In God's Country" (Rep.); UNOBJECTIONABLE FOR ADULTS: "Angelo" (Italian-made) (Scalera); "Comin' Round The Mountain" (U-I); "I Was An American Spy" (Allied Artists); "Kentucky Jubilee" (Lippert); "Lieutenant Craig — Missing" (Italian-made) (Lux); "Million Dollar Pursuit"

TV Royalty Deal Set By Mono., Republic

NEW YORK—At the opening session of the 54th annual convention of the American Federation of Musicians at the Commodore Hotel last week, president James C. Petrillo divulged that Republic and Monogram had signed agreements with the AFM under which the two film companies will turn over to the union five per cent of all monies realized from the sale of television rights to their product.

The contributions, Petrillo said, will go into the AFM trust fund, and the agreements run for three years from June 1, 1951.

Lippert previously signed a similar agreement with the union.

Petrillo also revealed that David O. Selznick had shown interest in signing a similar agreement.

M. A. Rosenberg Mourned

PITTSBURGH—The trade was saddened last week by the death of M. A. Rosenberg, Parkway and Colony, McKees Rock, Pa., and seventh president of National Allied.

Born in 1898, he studied at the University of Pittsburgh and Columbia University, and was called from his studies to serve in the army in World War I. On his return, he purchased the Rialto, Pittsburgh. He was president for nine years and then chairman of the board of Allied Motion Picture Theatre Owners of Western Pennsylvania, and, in 1942, was drafted to serve as president, Allied States Association, for two terms. In recent years he operated his McKees Rock theatres.

O'Hara Named By MPEA

NEW YORK—Joyce O'Hara was named a vice-president of the Motion Picture Export Association at an MPEA board meeting last week at which all incumbent officers were reelected. Those continued in office include Eric Johnston, president, now on leave; Irving Maas and John G. McCarthy, vice-presidents; Sidney Schreiber, secretary; Fred W. DuVall, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer, and Frank J. Alford, assistant treasurer.

The board meeting was preceded by the annual meeting of the MPEA stockholders, who reelected all incumbent directors of the Export Association, with Arthur B. Krim replacing Frank J. McNamee as director-at-large representing United Artists.

Chicago Tax's Death Sought

CHICAGO—Jack Kirsch, president, Allied Theatres of Illinois, last fortnight appealed to Mayor Martin Kennelly to end the city's three per cent amusement tax

(Rep.); "Night Into Morning" (MGM); "Pancho Villa Returns" (Classic); "Three Steps North" (UA); "Warpath" (Para.); "When The Redskins Rode" (Col.); OBJECTIONABLE IN PART: "Fugitive Lady" (Rep.); "The Guy Who Came Back" (20th-Fox); "Pier 23" (Lippert); CONDEMNED: "Oh, Amelia" (French-made) (Lux).

NATIONAL BOARD OF REVIEW

June 2, 1951

SELECTED FEATURES: "Snake River Desperadoes" (Col.); "Thunder In God's Country" (Rep.).

PEOPLE

NEW YORK—Harry Ginsberg, who resigned last July as vice-president and general manager of studio operations for Paramount, last fortnight was appointed general consultant for the National Broadcasting Company. As a consultant Ginsberg will be closely associated with John West, vice-president in charge of NBC's western operations, headquartered in Hollywood. Ginsberg will continue to be active in the film industry in addition to his new work in radio and TV for the network.

NEW YORK—Setting plans for the second of three major exploitation tours to be run by 20th Century-Fox on behalf of Darryl F. Zanuck's Technicolor production "David And Bathsheba," the company announced last week that Irving Rubine, well-known film publicist, will accompany Francis X. Bushman on his swing around the country.

NEW YORK—Harold J. Salemsen, former eastern publicity manager for Robert Stillman productions, will head up the Stanley Kramer Company's field exploitation organization for the general release of "Cyrano de Bergerac," it was announced last week by vice-president Max E. Youngstein, United Artists.

NEW YORK—Al J. O'Keefe, former assistant general sales manager, U-I, announced last week he joined Ted R. Gamble, head, Gamble Enterprises, in an executive capacity in connection with the operation of Gamble's expanding theatre interests in Southern California.

SEC Reveals Changes

WASHINGTON—The Securities and Exchange Commission last fortnight announced the following film stock tradings:

COLUMBIA—Trust accounts of Jack Cohn purchased 2,000 shares of common during April, bringing their total holding to 23,557 shares. Cohn holds 43,624 shares additionally outright. Abe Schneider, treasurer, gave away 300 shares, and bought 300 shares, leaving his total at 8,466 shares and options for 12,500 more.

UNIVERSAL—John J. O'Connor, vice-president, sold 100 shares at 4¼ per cent cumulative preferred, leaving him with 100 preferred and 100 common shares.

20TH CENTURY-FOX—Fred L. Metzler bought 10 shares of common, his entire holding.

Diamond Winners Announced

NEW YORK—MGM announced last week the winners of the Keepsake Diamond ring contest held on "King Solomon's Mines." The national board of judges selected Dorothy O'Donnell, Marshalltown, Ia., as first prize winner, a \$5,000 ring; Josephine Smith, Hawaii, second prize, a \$3,000 ring, and Lee Johnson, Watertown, N. Y., third prize, a \$1,000 ring.

SWG Against Cuts

HOLLYWOOD—The Screen Writers Guild board, following an emergency meeting here last week, urged all members employed at the 20th-Fox studio not to accept salary reductions proposed by the company.

20th-Fox Men Hear Production Plans

LOS ANGELES—Detailed production plans for the remainder of the year based mainly on product to be released for 1952 is being outlined by Darryl F. Zanuck, vice-president in charge of production, at the 20th Century-Fox sales convention this week.

Zanuck already is working on the 1952 schedule, with virtually all releases for the current year either completed, before the cameras, or ready to start in the next few weeks.

Zanuck will also show several of the company's major releases to the delegates. A program of nightly screenings at the studio will top off the day's working sessions so that the picture may be discussed thoroughly at the meetings the next morning. Advertising, exploitation, and sales plans for the pictures shown will be covered thoroughly.

Surveys by branch managers on the usage and distribution of advertising accessories in their areas were due to come up for serious discussion at the convention.

During the last few months, company exchange heads have been conferring with representatives of National Screen Service in an attempt to gauge to what extent and how forcefully advertising accessories are being used to merchandise pictures. Their reports will be correlated over the conference table, with representatives of National Screen Service on hand.

Home office executives, and sales personnel on hand include:

Spyros P. Skouras, president; Al Lichtman, director of distribution; Charles Einfeld, vice-president; W. C. Gehring, assistant general sales manager; Arthur Silverstone, eastern sales manager; Edwin W. Aaron, western sales manager; Lem Jones, assistant to the distribution director; Jack Bloom, New York circuit contact; Peter G. Levathes, short subjects sales manager; Clarence A. Hill, manager, branch operations; Ulric Bell, director of information; Harry A. Mersay, manager, print department; Roger Ferri, editor, The Dynamo, and H. B. Johnson, legal department. The international department is represented by Emanuel D. Silverstone, vice-president and general sales manager, and Leslie F. Whelan, director of advertising, publicity, and exploitation.

Paul Terry, producer of "Terrytoons", is also on hand.

Division managers attending from their territories are: Martin Moskowitz, Empire State; Edward X. Callahan, Atlantic; Ray E. Moon, central; Harry G. Ballance, southern; Herman Wobber, western; Morton A. Levy, midwest, and Peter Myers, Canadian. Assistant division managers present are Paul S. Wilson, southern, and Bryan D. Stoner, western.

Branch managers and sales managers are on hand.

Members of the home office publicity, advertising, and exploitation department attending are:

Jonas Rosenfield, Jr., advertising manager; Rodney Bush, exploitation manager; Stirling Silliphant, promotion manager; David Golding, publicity manager; Abe Goodman, advertising department administrative assistant, and Ira Tulipan, trade paper contact.

Trade Ballyhoo Ideas Given Companies' Approval

NEW YORK—Heads of film companies met last week as the MPAA executive committee to give further consideration to COMPO's proposed "Theatre Jubilee" in September and October, and okehed the project subject to backing of distribution and advertising-publicity-exploitation heads.

Arthur L. Mayer, COMPO executive vice-president, outlined aspects of the jubilee plan, which calls for the availability of top product from all distributors for the two-month period. He is now expected to meet with sales chiefs and ad.-publicity directors.

The company heads also gave further attention to the Spring Motion Picture Exposition at Grand Central Palace March 29-April 6 under sponsorship of the joint public relations committee, Motion Picture Theatres of Greater New York.

Theatre Company Okehs AB-PT Merger

NEW YORK—Leonard H. Goldenson, president, United Paramount Theatres, Inc., announced last week that the proposed merger of American Broadcasting Company, Inc., into United Paramount Theatres, Inc., the resulting company to be known as American Broadcasting-Paramount Theatres, Inc., had been approved by the board of directors of the theatre company.

A special meeting of stockholders is scheduled to be held on July 27.

McCarthy Reports On French Deal

NEW YORK—John G. McCarthy, vice-president in charge of international affairs, MPEA, announced last week upon his return from a European tour that French officials had confirmed a new films arrangement permitting unrestricted dollar remittances for MPEA companies. Terms of the new pact provide for full remittances.

The new agreement means several million dollars annually.

"Bowery Boys" Deal Set

HOLLYWOOD—Steve Broidy, Monogram president, announced last fortnight that a deal had been concluded with Jan Grippo, independent producer, whereby Monogram will take over the "Bowery Boys" series. Grippo will retain an interest in the product. Also signed over to Monogram are the contracts of Leo Gorcey and Huntz Hall.

Regional exploitation representatives are: Ted Tod, Chicago; Harold "Chick" Evans, Kansas City; Jimmie Gillespie, Dallas; Phil Engel, Boston; Eddie Yarbrough, San Francisco; Sam Glasier, Toronto, and Joe Leboworth, New York.

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Agenda Scheduled For Coast Confab

NEW YORK—Following a meeting at the Astor Hotel last week, the COMPO seminar committee decided to add an extra day to the forthcoming scheduled July 23-26 session between exhibitors and producers in Hollywood. The agenda will consist of discussions on the quantity and quality of films, how exhibitors can help build new stars and enhance the value of established ones, picture cycles, small budgeters, "message" films, audience taste, titles, wider use of color, story, industry public relations, television, trailers, the movie theatre jubilee, the motion picture exposition, etc.

Each of COMPO's 10 charter members will send two delegates, and there will be an additional four members from Allied and four from TOA, two more from PCCITO, and five to be named by COMPO President Ned E. Depinet. COMPO's executive board will meet the night of July 23. On July 25, the seminar will be thrown open. For other sessions, speakers will be chosen for each topic.

Among those in attendance were Gael Sullivan and Si Fabian, TOA; Trueman T. Rembusch and Nate Yamins, National Allied; Fred Schwartz, Leo Brecher and Oscar Doob, MMPTA, and Arthur L. Mayer, Robert W. Coyne, and Charles E. McCarthy, COMPO.

Harry Feinstein Feted

PITTSBURGH—Variety Club, Tent 1, last night (June 12) tendered a testimonial dinner to Harry Feinstein on the occasion of his promotion to zone manager, Warners' New England Theatres. He was formerly head booker and buyer for the Pittsburgh zone.

Al Schwalberg, president, Paramount Distributing Company, was to have been toastmaster, and other executives who signified their intention of being present were Harry Kalmine, general manager, Warner Theatres; Ben Kalmenson, general manager, Warners distribution department; Ted O'Shea, assistant general manager, Paramount; Arthur Greenblatt, distribution head, Lippert; Jules Lapidus, Warners' division manager, and Maurice Bergman, U-I executive. John Walsh and Abe Weiner were co-chairmen.

Seadler Advice Distributed

NEW YORK—Reprints of an article by Si Seadler, advertising manager, MGM, calling on all industry personnel to answer industry critics are being distributed to all branches of the business by the Council of Motion Picture Organizations, it was revealed last week.

Hallmark In British Deal

WILMINGTON, O.—Kroger Babb, president, Hallmark Productions, Inc., last week announced the signing in London of a long-term agreement with International Film distributors for the distribution of Hallmark pictures in the United Kingdom.

Stanley Gosnell Mourned

TORONTO—Stanley Gosnell, 42, manager, Loew's Uptown, died suddenly last week of a heart attack. Gosnell joined Loew's in 1928 as manager of Loew's Valencia, Baltimore, Md.

TV Feature Showings Clarified By 20th-Fox

NEW YORK—Officials of 20th Century-Fox last week claimed that an announcement made by CBS to the effect that three former 20th-Fox 1948 releases were included among "Schlitz Film Firsts", new series to be telecast starting on July 6, was "premature". The three films, 20th-Fox explained, were Frank Seltzer's independently-produced films released by 20th-Fox, still committed to 20th-Fox, but which the company may relinquish.

The films are "The Jungle Patrol", "The Gay Intruder", and "Let's Live Again."

Wisconsin Suits Filed

SUPERIOR, WIS.—Six percentage actions were last week filed in federal court. Separate suits were brought by Columbia, Warners, Loew's, 20th-Fox, U-I, and RKO against Sheldon M. Grengs, and two operating corporations.

Theatres named in the complaints are the Hollywood and Stardusk Highway Drive-In, Eau Claire, Wis., and the Stardusk Drive-In, Superior, Wis. David Shearer, of the Minneapolis firm of Shearer, Byard, Trogner, and Peters, and R. A. Crawford, of the Superior firm of Crawford and Crawford, represent the distributors, with Sargoy and Stein, New York, as counsel.

WB, Fidelity Conclude Plan

NEW YORK—Jack L. Warner, executive producer, Warners, and A. Pam Blumenthal, chairman of the board of directors, Fidelity Pictures, Inc., last fortnight announced the conclusion of distribution arrangements whereby Fidelity productions will be released by Warners. Fidelity expects to start a picture every 40 days, with Howard Welch in charge of production.

Ia. Considers Promotion Plans

DES MOINES—At a meeting of Iowa Allied last fortnight, Myron Blank, head, Central States Theatre Corporation, suggested the holding of a state-wide fall promotion program to boost theatre attendance. Branch managers described various promotion plans that can be used by exhibitors.

Charles Niles, National Allied secretary, discussed clearance problems.

Balaban Sees Upturn As Money Flows

NEW YORK—Barney Balaban, Paramount president, stated at the company's annual meeting of stockholders last week that increased governmental expenditures in the second half of the year should result in a favorable impact on the industry.

Paramount's domestic revenues are holding up at about the same level as the second 1950 quarter, and the company is releasing more films than in the comparable period, Balaban reported.

Foreign revenue has improved. Balaban said, "As conditions improved abroad, we have benefited by some relaxation of these troublesome barriers. We still have a long way to go before we return to the kind of foreign business which, in former years, we considered normal." He indicated that the company has between \$4,000,000 and \$5,000,000 blocked abroad.

Balaban declared the principal factor in the boxoffice decline has been the changing economy of the country from wartime to peacetime.

Balaban referred to Paramount's purchase of an interest in Allen B. DuMont Laboratories, and in International Telemeter Corporation, as in line with the belief that Paramount "could make a significant contribution to the development of the new medium," at the same time advancing the legitimate interests of the company.

Balaban pointed out that his income had been 50 per cent higher in 1949 than it was now, and declared that Paramount's salaries were under those of other companies. He said he expected to exercise his stock options at some future date.

The stockholders reelected the entire slate of 14 directors, Adolph Zukor, Balaban, Paul Raibourn, Y. Frank Freeman, Austin C. Keough, Earl I. McClintock, Maurice Newton, Edwin L. Weisl, Fred Mohrhardt, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, and George Weltner.

A resolution was approved to amend the company's certificate of incorporation so as to eliminate 342,694 shares of common stock purchased and held in the treasury. Capital stock thus is reduced to 3,042,512 shares of \$1 par common.

Balaban presided at the meeting, with 77 per cent of outstanding shares present or represented by proxy.



In attendance at the recent Canadian Paramount sales convention in Toronto were, seated, left to right, Jerry Pickman, national director of advertising, publicity, and promotion; A. W. Schwalberg, president, Paramount Pictures Distributing Corporation; G. Lightstone, Canadian general manager; Oscar Morgan, general manager, shorts and newsreels, with left to right, Canadian branch managers, Syl Gunn, Winnipeg; W. O. Kelly, Calgary; P. J. Hogan, Saint John; Tom Dowbiggin, Montreal; R. R. Murphy, Vancouver, and R. Simpson, Toronto. The meeting covered production and policy plans.

NEWS OF THE Territory

BRANCHES

Atlanta

Neighbors of the No. 1 Auto-Drive-In, Daytona Beach, Fla., are losing sleep and business, according to a complaint registered by four business men to the South Daytona Council. After listening to all complaints, the council instructed City Attorney Joseph Krol to send the management a letter requesting "cooperation."

Jim Hart, office manager, Lippert, is passing out cigars to his many friends. The old stork left a little bundle from heaven, a baby boy. . . . Stanley Rosenbaum, Alabama, was in booking. . . . Gus Glover for many years at Wilby-Kincey, died. . . . Katie Mae Bennet, Wilby-Kincey, was married recently to James Vansalt. The Row wishes the new couple the best things in life.

George "Sleepy" Herd was one of the hits of the Variety Club "Old Newspaper Boy" sale. . . . Bud Chalman, ABC Booking Service, was not doing well after a heart attack.

Harry W. Anderson, 41, manager, Florida, St. Petersburg, Fla., died in Shore Acres, Fla. Anderson has been ill since December. He had been manager since his return from the army in 1945. He was awarded the Bronze Star Medal for "meritorious achievement."

The total take for the Variety Club fund for Cerebral Palsy was \$25,000. . . . Warner and Paramount exchange employees were entertained at an all-day outing at L. A. Stein's fishing camp near Jacksonville, Fla.

Jack Pickett, formerly with the Arcade, Jacksonville, Fla., has been appointed assistant manager, Palace. He replaces John Jones, resigned.

The old stork passed over the home of Mr. and Mrs. Phillip A. Lentz, dad is manager, Palace, Jacksonville, Fla., and left a baby boy, named after his dad, Phillip A. Jr. . . . C. L. Clyatt, former manager, Main Street Drive-In, Jacksonville, Fla., resigned to move to Texas.

Edward P. Shupe, former owner of theatres in Ohio, died in St. Petersburg, Fla. Shupe lived in Florida for 15 years. . . . Brooks Gandy has been appointed manager, Wilby-Kincey Drive-In, Selma, Ala. He succeeds Ralph Curry, resigned. . . . Independent Theatres, Chattanooga, Tenn., announced that it will soon start work on the new 800-car drive-in. . . . In Jasper, Ala., there is one show on Sunday, starting at 8 p.m., after church closes.



"Monty" Montgomery, left, president, Joy, New Orleans, and E. A. McKenna, manager, are seen surrounded by a bevy of beauties who took part in bally for recent world premiere of UA's "Fabiola."

It was happy birthday to Mrs. Rose Lancaster, Astor, and Jack Barrett, Florida sales representative, Monogram. . . . Joyce Manning, formerly with ELC, is now with Realart. . . . John W. Mangham was back from opening his Realart branch office in Tampa, Fla.

Reba Adams, booking department, Republic, was in New York. The same company's Doris Dobbs, was in Tampa, Fla.

J. S. Carscallen, Skyview Drive-In, Tampa, Fla., was in booking. . . . Sam Harrison, head, shipping department, Republic, checked in after a vacation. . . . Louis Pauza, former booker for Paramount, Jacksonville, Fla., is leaving for overseas duty.

At a meeting of the North Side Boy's Club of 1900, an organization of men over 50, the question of old movies came up. "Where was the old Edisonia located, and who owned it?", one of the members asked. A grey-haired gent stood up. "It was located at the corner of Pryor and Mitchell Streets. It was operated from 1907 to 1908. I ought to know," continued the pioneer citizen, J. S. Florence. "I owned it and operated it."

The Lakewood, owned by T. E. Butler, was to close.



Margaret Sheridan, star of RKO's "The Thing," is seen as she recently met "King and Queen Cotton," Ned Cook and Elinor Turner, at the Cotton Carnival in Memphis. M. A. Lightman, owner, Malco, arranged for the star to participate in the annual festival, during which time "The Thing" began its run at his theatre.

Bill Wallace, formerly with Benton Brothers Film Express, has been transferred to the Jacksonville, Fla., depot. Bill Douglas replaces in the Atlanta office.

In booking and visiting were: Mr. and Mrs. Fred G. Weis, Savannah and Macon, Ga.; M. C. Moore, Riverside, Jacksonville, Fla.; P. L. Taylor, Bishop Theatres, Georgia, and the Dunn Brothers, South Georgia.

Fred Young, Atlanta Popcorn Company, is in his new quarters. . . . Lloyd Edwards, booker, 20th Century-Fox, New Orleans, was in for a vacation.

The old stork passed the home of Mr. and Mrs. Leonard Allen, dad is southern publicity chief for Paramount, and left a little baby girl.

Mrs. Mildred Rudisill, Columbia, is back after a vacation spent in Florida.

Pete Brice, Pal Amusement Company, Vidalia, Ga., opened his new 300-car drive-in at Hainesville, Ga. . . . Carl Carter said while on a visit that he would soon open the 500-car drive-in in Jacksonville, Fla. . . . Jo Ann Delaney was added to the accounting department at Paramount.

Back from a trip to Florida was K. F. Jackson, head, accounting department, Republic. . . . Pearl Moos, booker, Columbia, returned after visiting her mother in Lincoln, Ill. . . . Francis Tucker, booker, same company, returned from her vacation.

Clyde Sampler, head booker, Duncan Theatres, and manager, Carroll, Carrollton, Ga., has been elected president, Carrollton Rotary Club.

The University of Alabama, Bureau of Business Research reported that theatres receipts in Alabama for February declined 1.2 per cent as compared with January. . . . New owner of the Vogue, Newport Richey, Fla., is H. C. Baker, Tampa, Fla. . . . L. C. Hanks, manager, Martin, La Fayette, Ala., promoted a big square dance.

Carl Floyd, owner, Floyd Theatres, Florida, announced that he has purchased a tract of land, and plans to erect a drive-in at Tarpon Springs, Fla. . . . C. L. Heffner, owner, Princess, Huntsville, Ala., announced that work on his new colored drive-in will start soon.

Charlotte

Jimmie Frew, division manager, U-I, was in conferring with Jimmy Greenleaf. . . . Anderson Theatres, Mullins, S. C., opened the Hi Way 501 Drive-In, Conway, S. C. . . . Ernest Stellings, Stewart Theatres, resigned. . . . The stork left a baby girl at the Fuller Sam's, Statesville Theatre Corporation, Statesville, N. C. . . . Hugh Smart is the new owner, Varsity, Chapel Hill, N. C., formerly the Village. . . . Carl C.

Dobbins has taken over operation of the Carolina, Wilmington, N. C. . . . Wade McManus, Starlite Drive-In, Spartanburg, S. C., says it's a girl, eight and one-half pounds. . . . Stewart Theatres has taken over the Earl and Grand, Mount Airy, N. C. . . . Carolina, Shelby, N. C., now remodeling, is a first-run house. Owner is R. L. Baker, Jr. . . . J. J. Booth, Palmetto, Walnut Cove, N. C., was vacationing at Carolina Beach, Wilmington, N. C. . . . The Crescent Drive-In, Leaksville, N. C., opened. New owner is D. E. Gwyn. . . . Colonial Theatres, Valdese, N. C., holds its annual golf tournaments on June 19-20 at Linville, N. C. . . . Marshall Russell, National Screen Service, resigned to join Columbia. . . . On vacation at Republic were Billie Harris, booker, and Clio McWhirter, inspectress. . . . Arleen Whelan and Dennis O'Keefe made personal appearances here on a tour of the south in connection with "Passage West." . . . Republic is getting off to a good start with the "Jimmie Grainger Friendship Drive."

Visiting were: I. M. Scott, Scotty, Fairbluff, N. C.; Tom Gibson, Scotland, Laurinburg, N. C.; Erwin Tarkington, Oaks, Four Oaks, N. C.; Mr. and Mrs. R. C. Barrington, Marlboro, Clio, S. C.; T. K. Lee, Center, Kershaw, S. C.; Jim Reynolds, Shelby, N. C.; Runa Greenleaf, Curtis, Liberty, N. C.; Helen and Finn Lee, Duplin, Warsaw, N. C.; Jimmy Highsmith, Trio, Robersonville, N. C., and C. B. Roebuck, Hamilton, Hamilton, N. C. . . . Emery Wister, movie editor, The Charlotte News, left for Hollywood.

Republic office manager Mitchell Little won a television set in the "Walter Titus Drive." . . . Sam Hammond accepted the management of Stewart Theatres' Earl and Grand, Mt. Airy, N. C. . . . Queen City Booking Service is handling the buying and booking for the Lex Drive-In, Pageland, S. C., Starlite Drive-In, Henderson, N. C., and the Roxy, Old Fort, N. C. . . . Jimmy Hardie resigned from National Theatre Supply to join Bryant Theatre Supply.

Now it's "Admiral" William K. Jenkins, president, Georgia Theatre Company. The well-known showman, operator of theatres throughout the state, received from Governor Herman E. Talmadge his commission as "Admiral of the Georgia Navy." Earlier, Jenkins had resigned as lieutenant colonel on the governor's staff to accept the new appointment. "Admiral" Jenkins maintains a 46-foot Chris-Craft Cruiser, the Willie Kay II.

Memphis

Parched fields of cotton or fields so dry that cotton has not broken through the crust of hard soil has brought a cry from exhibitors in the territory that has had no equal in several years. A good, soaking rain would mean millions of dollars for every one, but unless the cotton states in the deep South get such a rain, predictions are that the money crop will have been all but wiped out.



James M. Fox and Muriel Bradley, officers, Mystery Writers of America, on the coast recently presented Alan Ladd with a "best mystery picture" nomination seal from that organization for Paramount's "Appointment With Danger," the first film ever to be so honored.

MGM—Visiting were Mrs. Henley Smith, Pocahontas, Ark.; Miss Amelia Ellis, Mason, Tenn.; Jack Watson, Tunica Miss. and Don Landers, Harrisburg, Ark.

NATIONAL THEATRE SUPPLY—C. C. Bach, assistant manager, reports the Ford, Rector, Ark., installed new chairs and the Drew Monticello, Ark., completed installing air-conditioning.

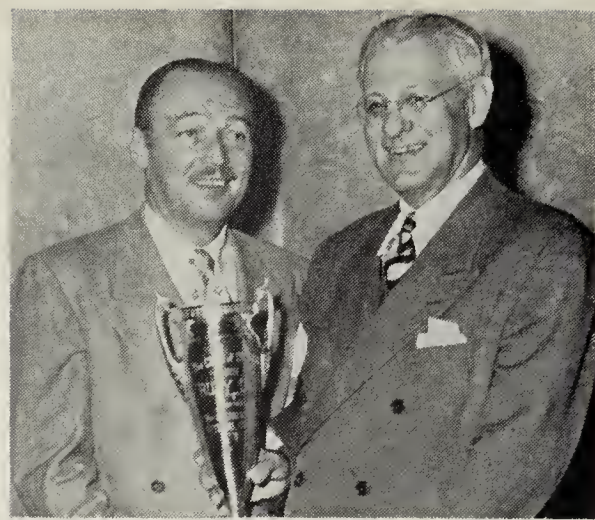
PARAMOUNT—Vacations got off to a start with Mrs. Mary Hurley and Mrs. Vivian Chilton taking off.

RKO—Fred Curd, office manager, reports a visit from Ben Y. Cammack, southeastern district manager, and Henley Smith, Pocahontas, Ark., Clark Shibley, Clarksdale, Miss. and Roy Bolick, Kaiser, Ark.

20TH-FOX—Visitors included Mrs. J. C. Noble, Leland, Miss.; Lysle Richmond, Senath, Mo.; Dr. H. G. Alvarez, Greenwood Ark.; Paul Shaffer, Marked Tree, Ark.; R. D. West, Centerville, Tenn.; M. E. Rice, Jr., Brownsville, Tenn.; Jessie Moore, Crenshaw, Miss. and Gordon Hutchins Corning, Ark.



Voted the "most appreciated foreign actress of 1950" by the moviegoers of Finland for her performance in Paramount's "The Heiress," Olivia DeHavilland was recently awarded a diploma by the Finnish film magazine, Klokuvai, with Ed Schelhorn, Paramount studio foreign department head, making the presentation at a Hollywood affair.



Jack Bailey, seen in Robert Stillman's UA release, "Queen For A Day," recently received in New York a gold cup from George Hecht, publisher, Parent's magazine, on behalf of nine-year-old Dudy Lee, one of the stars of the film, chosen "Child of the Year" by the magazine.

REALART—Chatting with Ione Jernigan were Mr. and Mrs. Spero Azar, who own three houses in Greenville, Miss.; K. H. Kinney, Hughes, Ark., and Scott Lett, Charlotte, connected with Western Adventure Pictures.

Bob Bowen and family, manager, Zer-Mac city group, were off on a Florida vacation.

New Orleans

Arthur Lubin, director, Universal-International's "Francis Goes To The Races," was in enroute to California. While here, Lubin, aiding the advance promotion of "Francis Goes To The Races," did a round of press interviews and radio and television appearances. Lubin's visits coincide with that of Francis, U-I's "talking" mule star, currently visiting 35 key cities in behalf of the U.S. Treasury's "Defense Bond Pledge" campaign.

E. A. McKenna, manager, Joy, scored again with aggressive showmanship when, in collaboration with the coast guard, Republic officially proclaimed "Salute To The Coast Guard" with the southern premiere showing of "Fighting



William Perlberg and George Seaton recently took time out on the coast from lensing Paramount's "Aaron Slick From Pumpkin Crick" to accept a scroll from Air Force Brigadier General Donald F. Stace in appreciation of their work in increasing the American people's awareness of the importance of air power. Dinah Shore, star, congratulates Perlberg.

Coast Guard." U. S. Coast Guardsmen and the crew members of the cutter Tampa, joined city, theatre, and exchange officials in activities in front of the theatre and a colorful parade on Canal Street to the theatre where they participated in festivities. Attention was focussed on the rescue of 295-pound Leo Seicshnaydre, resident manager, Republic, as he made a sensational slide for life down a wire attached to the summit of the theatre, and stretched across the street to Elk's Place. Key officials of the coast guard paraded en masse. Captain Frank A. Leahy entertained the press, city, theatre, radio, and motion picture exchange officials at cocktails.

Recent changes at 20th-Fox place Henry Harrell as road salesman, with Earl Perry climbing into Harrell's position as office manager. E. K. Williamson replacing Perry as head booker, and John Ganacheau is booker. Ganacheau was with UA until the recent change of ownership.

Mr. and Mrs. Waddy Jones, Connie and Milton Aufdenorte, "Wee Willie" fisherman William Cobb, and Milton White returned from a fishing excursion to Grand Isle, La., loaded down.

A. J. Rosenthal, Silver City, Alexandria, La., took time out to chat with friends.

Visiting were: Jack O'Quinn, Kaplan, La.; E. R. Moody, Drive-In, Meridian, Miss.; Lee Fung, Musu, New Iberia, La.; Frank Francois, Algiers Drive-In, Algiers, La.; Ed Delaney, Pike, Magnolia, Miss.; Mayor Lew Langlois, New Roads, La.; Ad Orkin, Amite, Jackson, Miss.; Lefty Cheramie, manager Rebstock, Golden Meadows, La.; Robert Molzon, Norco, La., and Max Connett, Newton, Miss.

Tom Neely, National Theatre Supply, was a Hammond, La., visitor. . . . Robert Haire, representative, General Register, visited with Tom Neely.

Frank Francois, Algiers Drive-In, joined the family of EXHIBITOR readers, ditto the Joy staff; L. C. Montgomery, Sr., and Jr.; E. A. MacKenna, and G. Y. Harrell, Jr., Manley's, Inc.

E. L. Beaud, Southern Repair Service, is now located in his new shop at 2555 Acacia Street.

President E. H. Stevens, and daughter Linda, after visiting with manager Ed Constantine and staff, left for Dallas before returning to headquarters in Atlanta.

William "Skipper" Capener, whom old timers remember as manager, Alamo, died at the home of his daughter, Mrs. W. MacDonald Reid. He was 77. He was tagged "Skipper" by his fellow employees of the old Saenger Amusement Company. The firm maintained a summer home on the Gulf Coast, where Capener loved to while away his leisure time boating and swimming.



Maurice Duke, producer, Allied Artists' "Disc Jockey," was recently host to the trade press at a cocktail party in New York City, and is seen above with talent agent Sam Melcher at the affair.

W. A. Tucker, Wisner, La., was in merchandising. . . . F. G. Pratt, Jr., Vacherie, La., was pow-wowing with fellow members of Allied Gulf States.

Mamie Dureau is back from Connecticut and Gotham. . . . Jules Chapman was visiting with friends and former FC business associates, in the interest of Harry Thomas. . . . The Ritz Drive-In, Forrest, Miss., will have an early July opening. M. A. Connett is one of the owners.

Claude Bourgeois, former office manager, Dixie, before donning Uncle Sam's uniform, was around.

Merdell Engelbracht, Republic's physical service department, was off on a vacation. . . . Harry Roberts, 20th-Fox shipping department, is vacationing.

A Victory celebration was in store for Paramount employees at the Court of Two Sisters. In attendance were to be: manager Wm. Holliday, Loraine A. Cass, Edgar E. Shinn, Harold S. Wyckoff, Milton T. Aufdemorte, Irma A. Rogers, Clyde Daigle, Louis S. Dwyer, Lucille J. Breeland, Jacquelyn A. Thon, Jane R. McDonnell, Mary J. Morris, Charlotte A. Ricks, Barbara M. Klein, Althea B. Suarez, Joan P. Huguet, Beverly Ann Luquet, Juanita M. Richard, Inez H.



Michael Bergher, U-I manager in Brazil, recently recalled to New York City to be reassigned to head the company's operation in Japan, meets trade press representatives with Alfred E. Daff, director of world sales, in New York City.

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LOTS OF FUN
AND A LITTLE BUSINESS!

This space contributed by EXHIBITOR

Damare, Cuddy P. Jones, Lillian J. Flick, Hazel M. Roberts, Mildred M. Long, Hazel C. McNulty Rhea M. Huet, Hilda V. Famularo, Caroline R. Gordon, Calvin N. Johnson, and Steven J. Pabst.

Edward R. Richard, assistant shipping clerk, Paramount, answered the country's call to arms.

Hugh Owen, Paramount's eastern and southern division manager, came in from Jacksonville, Fla., on the last stop of his tour.

John Schaub, Paramount-Gulf Theatres, was hospitalized. . . . Paul Wilson, assistant division manager, 20th-Fox, was a visitor. . . . James Rice is the newly appointed salesman for United Artists. He will cover Louisiana and Mississippi. . . . Kenneth Giddens, Giddens and Rester Theatres, Mobile, Ala.,

and Warren Salles, Covington, La., visited. . . . N. L. Carter, president, Paramount-Gulf Theatres, Inc., returned from a visit in Gotham.

M. A. Connett's Ritz Drive-In, Forrest, Miss., is scheduled for an early July opening. . . . Harry Thomas' deal for the distribution of 51 features and westerns was consummated recently. F. F. Goodrow Exchange acquired them for the exchange area. Jules Chapman, Thomas representative, was here for the final changeover.

The Gaston Dureaus have taken up their summer residence in Pass Christian, Miss. . . . Scott Lett, general sales manager, Western Adventure Pictures, confabbed with Joy N. Houck and Harold "Babe" Cohen. Cohen reported that he will retain handling of Madison.

Alabama Birmingham

Kroger Babb, president, Hallmark Productions, Inc., planed in from Hollywood to attend the Hallmark star search at the Lyric, and to address a gathering of exhibitors and circuit managers at the Hotel Tutweiler. Personal appearances were made by starlet Ginger Prince with the showing of "One Too Many" in conjunction with the contest. A winner of the state-wide search set up by manager Bill Hampton and Hallmark zone manager T. J. Bain, is assured a role in a forthcoming Hallmark picture.

Mobile

The Do Drive-In, Highway 45 and Wolf Ridge Road, celebrated its first anniversary with a birthday party. A giant birthday cake weighing 150 pounds and capable of serving 2300 portions was on hand for patrons joining in the celebration, baked by a cooperating bakery. Free custard was also served to all patrons attending while free bubble gum was given children. Edward I. Fessler is managing director.

Arkansas

Stamps

Van Emerson, operator of a theatre at Lewisville, Ark., fortnight reopened the May, formerly operated by Cecil Kelly.

Florida

Miami

Tom Kestler, Florida State Theatres, southeastern division, steps up to be vacation relief manager. Replacing him as assistant, Olympia, is Dan Cohen. . . . Van Myers, Wometco's confection head, is in the midst of a stimulation of business contest for confection stands with almost \$1500 worth of promoted prizes. . . . A business conference of Florida State Theatres' advertising managers in Jacksonville, Fla., was attended by Al Wilkie. . . . The state legislature voted to include the 40 cents theatre admissions in the already in-force sales tax. Exemption had been granted below 41 cents previously. . . . Lee Simkins, Miami Waste Paper Board Mills, has given his endorsement to the drive by Wometco Theatres offering theatre passes plus popcorn to donors of 25 pounds of scrap paper. . . . Lillian Claughton and the Youth Round-up, the Daily News were coordinating the showing of "The Great Caruso" with a contest to discover a 'new Caruso.' . . . June 23 will be moving day for Tent 33, Variety Club, according to Jack Bell, Chief Barker. The swanky Palm Island club on Palm Island, Miami Beach, Fla., will be the new locale.

Tallahassee

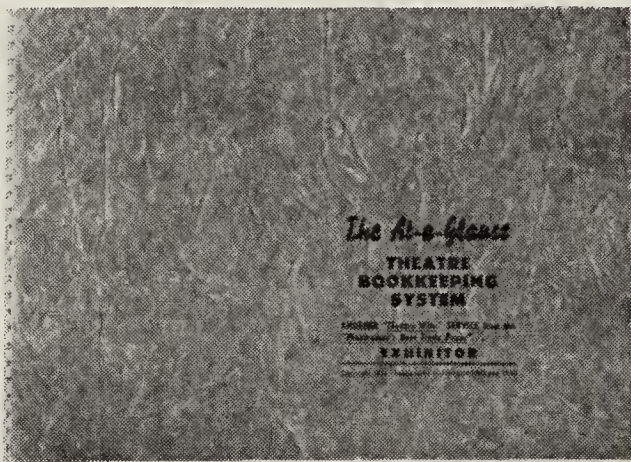
Bills approving charter changes granting broader taxing powers, including amusement admissions levies, to five northwest Florida cities were given final approval by the legislature just prior to adjourning. The cities involved are Panama City, Lynn Haven, Wewahatchka, Port St. Joe, and Jay.

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NAME	JOHN J. SMITH	SSN	12-34-5686	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5687	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JOHN J. SMITH	SSN	12-34-5688	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5689	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JOHN J. SMITH	SSN	12-34-5690	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5691	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JOHN J. SMITH	SSN	12-34-5692	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5693	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JOHN J. SMITH	SSN	12-34-5694	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5695	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JOHN J. SMITH	SSN	12-34-5696	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5697	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JOHN J. SMITH	SSN	12-34-5698	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
NAME	JANE D. SMITH	SSN	12-34-5699	RATE	\$1.00	OT	0.00	TOTAL	\$1.00		
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NEWS OF THE

Territory

Chicago

Operators of the Skyhi Drive-In noting a large influx of patrons soon after 8 P.M. every Tuesday night made tactful inquiries among these customers. They found most of them couldn't go for a highly billed TV program, turned off their sets, and drove to the outdoor.

Dorothy Delre was transferred from the B and K personnel department to assistant manager, Central Park. . . . Grant Hawkins was named manager, Starlight Drive-In, Pontiac, Mich. . . . The Manor closed temporarily.

Wallace O. James was named manager, Highway Drive-In, Grand Blanc, Mich.

John D. Loeks bought the Division Avenue Drive-In, Grand Rapids, Mich.

John Semadalis, theatre owner, is back after a Florida sojourn. . . . Edward Kerins, prominent IATSE member, passed on.

Herb Ellisburg, Harvard, took over management of the Rosewood. . . . In addition to the Beverly, James E. Coston is now operating the Hamilton and Jeffery, former Warner theatres. . . . Mrs. Eve Elatkin, Monogram, visited her husband, a marine sergeant, in California. . . . Manager R. S. Tuttle opened the Sky Drive-In, Adrian, Mich.

James Gregory, Alliance general manager, returned from a trip to Greece. . . . Turner-Farrar Theatres, Harrisburg, Ill., purchased the Fox, Carrier Mills, Ill. from A. M. Chamness. . . . Orth Arvison was named Paramount manager, Anderson, Ind.

Joe Katz, Benald, Ill., acquired the New Grand Central, Mt. Olive, Ill., from Mrs. Jessie Lawson. . . . Edward Griesheim Illiopolis, Ill., announced he expects to let contracts soon for a new theatre to replace his Illiopolis, badly damaged by fire.

Ray West, 64, Harris treasurer for many years, passed on. . . . Jack Lightner was named Gala manager, Garrett, Ind.

The Trailer Company promoted Don Mack to Chicago regional television sales manager.

In a letter to Al Lichtman, vice-president, 20th-Fox, Jack Kirsch, Allied of Illinois president, congratulated him and his company for publicly stating that 20th Century-Fox would give sympathetic attention to all theatres in trouble, and that if a plea for a rental cut would help a distressed exhibitor and was found justified, that company would

not turn a deaf ear. "I am greatly concerned," he went on, "with the number of theatre closings that have taken place in the past few weeks, and I am hopeful that this same spirit of assistance, to stem any further closings, will be shared by the other film distributors."

Joan, daughter of producer Will Harris of the Oriental, was married to young Joseph Winsberg.

With eyes on the Granada, representatives of Loyola University conferred with Balaban and Katz regarding its possible purchase.

The censor board passed all of the 105 films, totaling 496,000 feet, submitted in May. Two cuts were made, and three labeled adult. . . . E. H. White, president, Rockwood Amusement Company, opened the Whitehaven Drive-In, Granada, Miss. . . . Operation of the Plaza was taken over by Irving Davis, president, Theatre Concessions.

Answer to the defendants' contention in the anti-trust case of the Avon, owned by the South Bend, Ind., Theatre Corporation, that the suit is outlawed under a two-year statute of limitations, was presented in Federal Judge La Buy's court by attorneys Seymour Simon and Richard Orlikoff. A five-year statute was cited by them for the plaintiffs.

The Drive-In, Portland, Ind., was given the construction green light by the NPA for a \$23,900 project. . . . Fred Baldasti, Luna manager, is the beaming dad of a second son, Thomas Frederick. . . . School teachers cooperated with Don Williams, Roxy manager, West Frankfort, Ill., by distributing 2,500 circulars in classrooms, urging parents to see "Kim."

Rollin Stonebrook, Northcenter manager, was appointed program chairman by his Kiwanis Club. . . . Louis Odorizzi of Staunton, Ill., started his career as an exhibitor with the opening of his new drive-in near Mt. Olive, Ill. . . . Massac Theatres, Inc., purchased the El Capitan Drive-In, Metropolis, Ill.

Joe Emma, theatre operator, was visited by his daughter, Joan Taylor, Paramount starlet. . . . Pete Nepote, was transferred by the Frisina Amusement Company from the management of the Elks and the Arcadia, Olney, Ill., to resident manager, Keokuk, Ia. . . . Hal Watts was named manager, Trail, Morehead, Ky.

Illinois theatre owners are concerned over a bill, introduced in the state legislature, which would set minimum wages at 75 cents an hour. . . . Edward J. Rabb and associates purchased the Ascot Drive-In and the Starlight Drive-In, Akron, O., from George Blake and C. H. Shook.

Tom North, 75, pioneer motion picture executive, who lived at the Stevens Hotel with his wife Georgie, passed on in a hospital after a brief illness. He was one of the organizers of First National, and for several years was associated with Pathe Films. . . . Matt Plunkett, Grand

manager, and his wife took a vacation drive through Ohio.

Clyde Brant acquired the Lyceum, Terre Haute, Ind. . . . Andy Blaine returned to B and K, after a five-year absence, to become the Congress assistant manager.

Dallas

State exhibitors seen on Film Row were: Bob Clemmons, Liberty, Fort Worth; Mr. and Mrs. George Franklin, Colonial Drive-In, Denton; H. H. Stroud, Strand, Hamilton; H. A. Daniel, Palace, Sequin; R. M. Shaw, Star, Turnertown; M. K. McDaniel, Lamar, LaMarque; Bill Morrow, Colonial Drive-In, Longview; Billy Fox Johnson, Roy Drive-In, Marshall; Gerard Ebeier, King Drive-In, San Maros; J. W. Lilly, Mission, Sulphur Springs; R. J. Cordell, Palace, Childress; Bob Curtis, Capitol, Meridian; E. W. Capps, Hi-Ho Theatre, Gainesville, and C. A. Christensen, Pines Drive-In, Nacogdoches.

Bill Finch, office manager, Monogram, was on vacation at Vero Beach, Fla. . . . William King opened offices at 2013½ Young Street, room 222, to become the home office for the Texas area. John Minter is sales manager. The sales staff includes C. R. Rhoads, Al Jenkins, Billy Williams, and A. W. Wilkerson. . . . Betty Newman, Texas Theatre Service, was on vacation.

"Buddy" Harris and Wallace Walthall had the pleasure of serving as judges at Kilgore, Tex., along with the president of the Junior Chamber of Commerce to select the winners from a group of 14 girls, most of whom were members of the Junior College Rangerettes.

Bob Johnson, manager, Parkway, Fort Worth, Tex., reported a good attendance at the special "Fat Folks Show." It consisted of a special run of short subjects on reducing, etc., and tied in with current promotion.

A cloudburst failed to dampen the desire of music lovers to see "Fantasia" in its first major drive-in engagement at the Burnet Road Drive-In, Austin, Tex. Carl Stroud, manager, Burnet Road Drive-In, promoted the open-air showing with a special mailing piece, a ballyhoo truck, and a tie-in with the Texas University student body.

Truman Riley, with Interstate Theatres in Denison, Tex., from 1935 to 1942 and manager for Interstate at McAllen, Tex., during the past four years, was named Interstate manager in Denison to succeed the late Charles Snyder. Interstate announced that Jimmy Neinast, manager, Rio, Denison, had been transferred to Tyler, Tex., as assistant manager, where he will work with R. D. Letherman, former Denison Interstate manager.

G. E. McDonald, McDonald Famous Drive-Ins, leased from Mr. and Mrs. La Grimes the corner location at White Oak Drive and Houston Avenue, Houston, Tex., and purchased from W. C. Wallace the former Rushing Drive-In building

and facilities at that location. McDonald will increase the capacity of the spot by 75 or more cars.

The Big Spring, Tex., Jet Drive-In opened, the fifth operating unit of Big Spring's veteran Robb amusement system, located on San Angelo Highway just southeast of Veterans' Hospital. Owner is J. Y. Robb and manager is H. C. Overt.

Denver

Harold Ironfield, 20th-Fox film salesman from Omaha, has gone to work for Tom Bailey, owner, Lippert franchise. Ironfield will spend some time in the office before going on the road.

Stickups got about \$80 from the cashier at the Granada. . . . Oscar Cornwall will open his Palm Drive-In, Truth or Consequences, N. M., some time this month. His original permit was for another location but it was renewed after some delay. . . . Fred Brown, Black Hills Amusement Company film buyer and booker, is improved after his stay in St. Luke's Hospital, where he went for treatment and blood transfusions.

C. E. McLaughlin, Las Animas, Colo.; Albert Patry, Pagosa Springs, Colo., and Harry McDonald, Torrington, Wyo., were visitors.

The U.S. Court of Appeals upheld the Cooper Foundation of Nebraska and Dr. and Mrs. J. N. Harber in ownership and leasing of the Liberty. The appellate court held that J. H. Cooper and Pat McGee, who ran the Criterion here for many years, were not trustees for Warners in handling the Liberty property. The opinion sustains the rights of the Harbers to the ownership of the property and the validity of the 10-year lease on the property of the Cooper Foundation. The Appellate Court also held that Cooper personally did not use the foundation as a device or cloak for his business transactions.

Des Moines

The damage suit of four film distributors against G. Theodore Allen, former owner, Garden, Guthrie Center, Ia., has been dismissed in federal court. The federal court records showed that Allen has fully accounted to the distributors. . . . Somebody stole about half of the fireworks at the Des Moines Drive-In, purchased for an exhibition on Memorial Day. . . . G. Ralph Branton, former general manager, Tri-States Theatre Corporation, purchased the Odeon and Casino, Marshalltown, Ia., from the S and M Corporation.

Allied held a one-day session at the Ft. Des Moines Hotel. Following a session devoted to film trade practices, clearance, etc., an all-industry luncheon was held, with an afternoon meeting on boxoffice stimulants.

Kansas City

Fox-Midwest's Granada, Kansas City, Kans., is first-run day-and-date with the three Fox-Midwest day-and-date houses in Greater Kansas City, the Fairway, Tower, and Uptown.

In Wilmington, O., Kroger Babb, president, Hallmark Productions, Inc., announced the appointment of Julian and Anita Stewart as a traveling unit team. Stewart is a former assistant manager for Commonwealth Amusement Company. His wife was concession manager for Seguin Theatres, Inc., Seguin, Tex.

H. L. Frost, for 10 years MGM's circuit sales manager in Milwaukee and Chicago, has been added to the Monogram-Allied Artists staff in an executive post. His appointment as branch manager at Kansas City was announced in Hollywood by Harold Wirthwein, companies' western sales manager. Frost, who has long been identified with the business, will replace T. R. Thompson, recently resigned.

Milwaukee

A regional meeting of Allied Independent Theatre Owners of Wisconsin was held at the Wausau Hotel, Wausau, Wis., starting with a luncheon. Co-chairman Larry Beltz and Sig Goldberg reported a good turnout of exhibitors. This was the third regional meeting in 1951. The board of directors also held its regular meeting at Wausau.

The Rainbow, formerly owned by the Rainbow Theatre Company, was taken over by Fred Krueger, Ogden. Although re-seated, and with new equipment put in, the theatre was closed for only one day at the time of the transfer. . . . Eric Brown, Plymouth and Majestic, Plymouth, Wis., returned from a visit with his parents in California, accompanied by his small son.

Miss Hortense Brunner, head, Fox-Wisconsin advertising department, has set up her headquarters at the Palace. She was formerly located in the Varsity building. . . . When Joe Maltis takes a vacation, he really closes "shop." He closed his Myra, bowling alleys, and restaurant in Palmyra for a month so that he could completely enjoy his vacation. . . . Nat Marcus, branch manager, Warners, and wife enjoyed a vacation in New York City.

When the board meeting of Allied States Association was held in Kansas City, attending from Wisconsin were: Ben Marcus, S. J. Goldberg, Harold Pearson, Sam Costas, Bob Karatz, and Spyros Papas. This trip will long be remembered by Marcus as it was his first by air. From now on he intends to take more advantage of this means of transportation. . . . The Tivoli, closed for several months, reopened for weekend operation.

Mr. and Mrs. Floyd Albert, Strand, Mount Horeb, Wis., are anxiously awaiting word that their son, David, is on his way home. He is now attached to the British Royal Commando Raiders in Korea. Before entering the service, he was the assistant manager, Strand. . . . Fred Lienhardt, New Glarus, New Glarus, Wis., recently had his physical. He is a captain in the reserves.

Charlie Hacker, a director of Radio City Music Hall, Rockefeller Center, New York City, formerly a district manager for Standard Theatres, visited with his bride of a few weeks.

It is surprising the number of hidden talents some exhibitors have. Tony La Porte, Avalon, Franklin, and Park, is revealing a few of his. His first project will be to paint the interior of the Park, after which he will put new roofing on the Avalon.

Due to the ill health of his wife, Harlan Croy, Mosinee, Mosinee, Wis., is planning to move here where he hopes to get into some phase of the industry or into the advertising field. He has no intentions of giving up his theatre. . . . Clem Kraemer, Fern, recently lost his assistant manager, who returned to his home in northern Wisconsin.

Harold Pearson, executive secretary, AITO, spent several weeks traveling in the northern part of the state. When he was in Brillion, he stopped to see Ernie Langemack, Colonial, Milwaukee, who suffered a stroke two years ago, and who is now living with his son. He is getting along fine.

"Mack" McWilliams was busy doing his own office work during the absence of his secretary, on sick leave. . . . Mrs. Rose Vogel is installing new equipment in her Empire, Manitowoc, Wis. . . . Congratulations go to these two new fathers: Clem Kraemer, Fern, and Al Camillo, district manager, Fox-Wisconsin.

Tom Watson, Blanchard, Blanchardville, Wis., was in with his wife for a vacation.

Ben Berger, visited his brother-in-law, Sid Goldberg, Hollywood and 29 Drive-In, Wausau, Wis. . . . Fires in both the Strand and Warner buildings were extinguished without the knowledge of their patrons.

There was a good turnout at the annual dance of the Reel Fellows Club, held in the Wisconsin Hotel. Morry Anderson, president, and George Edgerton, secretary-treasurer, acted as co-chairmen. The entertainment was furnished by Cliff Burmek.

Minneapolis

Listeners to the major Minneapolis and St. Paul, Minn., disc jockey shows heard quite a bit of two standard favorites, "Working on the Railroad" and "Casey Jones," while Columbia's "Santa Fe" was playing at the RKO Orpheum in those cities. Credit publicity managers Robert Whelan and Norman Wrobel with getting the recordings played.

North Central Allied opened a drive to obtain 100 per cent membership among independent theatre owners in the film zone. "There are no 'free rides' to any place that is worth going to," the bulletin warned exhibitors. The bulletin also reminded drive-in operators that after 60 days no new in-car speakers will be manufactured, and urged the theatremen to guard the speakers care-

fully against theft. Stanley Kane, NCA executive counsel, urged that a program be initiated whereby defective speakers be sent back to manufacturers for rebuilding.

Notice of dissolution of the Casino Theatre Corporation, Marshalltown, Ia., has been filed by Ben Marcus and Joe Srother, as president and secretary, clearing the way for completion of negotiations for transfer of the Casino and Odeon, Marshalltown, to G. Ralph Branton. . . . Dick Dynes has been named city salesman at RKO.

Jack DeMarce, operator for 20 years of the DeMarce, Benson, Minn., died. He was 57. . . . Harvey Gifford purchased the Washburn, Washburn, Wis., from Frank Eisenberg. Eisenberg is a salesman for United Artists. . . . Bob Alexander acquired the Park, Braham, Minn., for Mrs. Tillies Smith. . . . Art Molstad reopened the Pix, Hibbing, Minn.

A C. Kubiak returned to his old post as manager, State, St. Peter, Minn., a Berger Circuit house. . . . Joe S. Johnson again assumed operation of the Deluxe, St. Paul, Minn., neighborhood house. . . . Larry Boneventura has been named manager, Minnesota Amusement's Paramount, Mitchell, S. D. . . . Herbert Teske has been promoted from assistant manager, Paramount, Mitchell, S. D., to manager, Time, Mitchell. . . . Verne Hanson and Joseph Finell are the new owners, Finley, Finley, N. D.

Paul Burgess has completed improvements at the Iris, Velva, N. D., including air-conditioning. . . . L. W. Roth installed an ice cream and frozen custard machine in the lobby of the State, Esteline, S. D. . . . Board members of the city-owned Auditorium, Red Wing, Minn., rejected a proposal to operate a concession stand in the theatre.

Oklahoma City

The Oklahoma and Times carrier boys who distributed some 90,000 U. S. Defense Bond pledges on their routes were guests of the U.S. Treasury Department and U-I at a preview at the Midwest featuring the appearance of Francis, and "Francis Goes To The Races."

Three 'teen age boys were arrested on juvenile delinquency charges when they created disturbances at the Uptown recently. They were released to their parents.

Portland

Mrs. J. J. Parker, Parker's Theatres, held a special luncheon for James Velde, new western district manager, United Artists. . . . Keith Penzold, manager, Broadway, had a big campaign on "Go For Broke." . . . A. Mike Vogel, exploiter for U-I, conferred with Jack Matlack. . . . Herb Sabottka, vice-president, general manager, Hamrick Theatres, was conferring with Bob Anderson, city manager. . . . Nominated on the Spokane, Wash., Movie Council were: Mrs. Melvin Swanson, R. G. Douglas, Local 185, and Mrs. Archie Fleming. . . . Rubin Foster, veteran of the early nickelodeon

picture era, was visiting son Martin Foster, Guild.

St. Louis

Sam Hamburg, 71, was killed in a fall from the sixth floor of the Congress Hotel, owned by his brother-in-law, Nat Koplar. In recent years, he had been interested in the operation of the Avenue. Funeral services will be from the Rindskof Funeral Home, 3216 Delmar Boulevard, St. Louis. He is survived by his wife, two daughters and a son.

Mr. and Mrs. Martin W. D'Arcy reopened their Armo Airdome. It is one of the few airdomes still operated in St. Louis.

The St. Ann Drive-In, first in the area to be built with four screens, opened in St. Ann, St. Louis County, Mo. The \$300,000 drive-in has been under construction for the past nine months. It was developed for the St. Louis Amusement Company by Charles F. Vatterott and Company, with C. Rallo Contracting Company, Inc., as the general contractors. Lewis Eugene Wilson, Hollywood and Los Angeles, was the architect.

Certificates of the incorporations recently issued by the state included the following: Family Drive-In Theatre, Inc., Bloomfield, Mo., and Cass County Drive-In Theatre, Inc., Harrisonville, Mo.

William G. Earle, manager, National Theatre Supply, reported the sale of 50 Walker high intensity screen installations in the territory since December.

Funeral services for John D. Neville, 54, a special representative of Confidential Reports, Inc., were held. . . . Tom Curly, who operated the Ashland, which was closed, is managing the Bridge for the Kaimann Circuit. . . . The Normany, Normany, Mo., Wehrenberg Circuit, was closed for the summer. The Queen, operated by the Queens Amusement Company, has been closed.

Out-of-town exhibitors seen included: Dean Davis, West Plains, Mo.; Herman Tanner, Vandalia, Ill.; Frank Plumlee, Farmington, Mo.; Bill Williams, Union, Mo.; Tom Bloomer, Belleville, Ill.; Delbert Wagner, Eldorado, Ill., who stated that he plans to continue operation of his Ritz, Crossville, Ill.; A. H. Boemler, Alton, Ill.; Joe Goldfarb, Alton, Ill.; M. Steinberg, East Alton, Ill.; Sheldon Lending, Troy, Ill.; Charley Beninati, Carlyle, Ill., and H. M. Hirth, Pacific, Mo.

Rodgers Theatres, Inc., theatres in Cairo, Ill., are admitting children under 12 free of charge if accompanied by their parents. . . . D. C. Turvey, Joy, Pawnee, Ill.; Hot Gilliam, Arena, Paducah, Ky., and Robert Ellery, manager, Gem City Drive-In, Quincy, Ill. were other visitors.

The first speaking engagement under the new speakers bureau plan of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois will be a talk by Bill Powell, district

manager, Mid-West Drive-In, before the Fairfield, Ill., Kiwanis Club on June 28.

The publicity committee of the MPTO meeting was held at the office of Lester Kropp, Wehrenberg Circuit, in the Cinderella building.

Lou Jablonow, general manager, Komm Circuit, and Mrs. Jablonow returned from a Florida vacation. . . . Morton S. Gottlieb, manager, Joe Hornstein, Inc., reports sales to the Union, Uniontown, Ky., Harry Whitefield, owner, and Everett E. Maxfield, Summersville, Mo., for his theatres in Summersville, Mo., Eminence, Mo., and Winona, Mo.

Salt Lake City

Harold Chesler, veteran Utah theatre owner, has taken over operation of the Apollo. Chesler has been in show business nearly all his life. His father built and operated the Princess, Bingham, Utah, more than two decades ago. Chesler is also operating the Marlo, Sugar House, Utah. He took over the lease of this house from Intermountain Theatres, Inc.

The Women's Motion Picture Club members are on the golf courses taking lessons from the pro in preparation for the Exhibitor's Round-Up. The women expect to stage a tourney of their own.

Kenneth Lloyd, former 20th Century-Fox salesman at the Salt Lake City exchange, has been appointed branch manager, replacing Charles Walker, who resigned to go into business for himself.

San Antonio

Leaders of the town's various musical organizations and Catholic clergy were guests of Interstate Circuit at a special preview of "The Great Caruso" at the Aztec. . . . Richard Vaughn is the new relief treasurer, Majestic. . . . Charles Porter has been named treasurer, Aztec. He succeeds Floyd L. Hill. . . . John Crozier has been appointed manager, Teatro Nacional and Zazaogazo, owned and operated by G. Lucchese. Crozier replaces Rudolph Davila. . . . Lynn Krueger, manager, Majestic, was off on a vacation.

Beulah Greene, Aztec, a well known local pianist, is organizing a ladies quartet to be known as "The Sweet Adelines."

B. W. Hall announced that he will start construction soon on a new \$11,000 drive-in to be built at Lubbock, Tex.

The annual Patrol Party of the Corpus Christi, Tex., 600 Safety Patrol members was held at the Center, Corpus Christi.

L. H. McKibbin has been named manager, Jefferson, Beaumont, Tex., operated by the Jefferson Amusement Company. McKibbin was formerly with the Naway, Houston, Tex. . . . Richard Waite, manager, Queen, Austin, Tex., is on a tour of duty as a lieutenant commander in the naval reserve at New Orleans.

Al Webb is manager, Carver and Harlem, Austin, Tex. He was formerly of Dallas. . . . H. R. Poor, Sadler, Law, Tex., is remodeling. . . . B. R. Hughes sold his Milford, Milford, Tex., to J. M. Butler, Wanlika, Okla.

San Francisco

On the sick list was Freida Stafford, booker-stenographer, Columbia. . . . After joining in festivities to celebrate the opening of Robert L. Lippert's 586-car Terrace Drive-In, designer Gale Santocono and Mrs. Santocono left for a week-long vacation at Coffee Creek, Trinity County, Cal. . . . Frank Woods, Robert L. Lippert executive, was host at the party and dinner which officially launched the Terrace. Among those who enjoyed the dinner were members of the press and Valley district manager E. W. Stokes and Mrs. Stokes; Mr. and Mrs. Harry Ludwig (he's Lippert chief accountant); Mrs. Woods, Mrs. Santocono, comptroller Mary Kenny, and J. Earl Henning, Lippert executive. President Robert Lippert was also on hand. . . . Another happy showman is Jack Allen, manager, Stage Door, with "Tales of Hoffmann" due to open at his theatre.

Mark Alling, manager, Golden Gate, will inaugurate his new policy of top-name personalities for intermittent stage shows by bringing Josephine Baker on July 11.

Personnel changes at the Golden Gate include the appointment of Jack Nadler, formerly of RKO Theatres, New York City, as assistant manager, replacing George Reckis, who joined the marines. Also appointed to assistant manager is Ed Symons, State College, Cal., to take over the post left vacant by Edward Craton, who resigned to work with his father in the grain business at Portland. . . . Helen McGaffrey is now secretary at Metro. On vacation from MGM were Pat Littlewood, telephone operator; George Schaeffer, shipper, and Grace Lennox, inspectress. . . . Warners had a pleasant time with the visit of R. H. Haines and H. M. Herbel to manager Al Shmitken.

Herman Wobber, west coast division manager, 20th-Fox Film, announced the promotion of Gene Newman from assistant to Wobber and Byran Dale Stoner to salesman in the North Coast, Sacramento Valley, and Nevada territories. Edward Reid, San Francisco booker, was upped to Newman's former spot, and Teddy Gelber, at one time with Paramount, is the new booker. . . . Spencer Leve, Fox West Coast division manager, in Los Angeles attended the farewell dinner given by Charles Skouras for Harry Seipel. . . . Manager Donald Vroman Telenews, was slugged by an armed bandit and the theatre's office safe was robbed of \$616.

George Mann, president, Theatre Service Agency, announced that Superior Court Judge Theresa Meikle, "a very good friend to San Francisco showmen," was honored here by the Mexican government for her part three years ago in restoring to Mexico over 700 paintings



Margaret Sheridan, left, star of RKO's "The Thing From Another World," and Mrs. Edith Lynch, RKO studio representative, enjoy a moment of relaxation at the recent convention of the Allied Theatre Owners of Kansas and Missouri and National Drive-In Theatre Owners conference in Kansas City with, from left, Sol Frank, Chief, Coldwater, Kans.; Leon Bamberger, RKO sales promotion manager; Trueman Rembusch, Allied States head, and president, National Allied, and Jay Wooten, newly elected president, ATO of Kansas and Missouri.

taken to this country during the Mexican Revolution.

Another North Coast Theatres stunt dreamed up by district manager Graham Kislingbury, and promoted by Anne Belfer, with assistance from U-I exploiter Mike Vogel, consisted of a luncheon for several prominent San Francisco "figures," all weighing around 300 pounds, where they, as "The Fat Man," were the guests of "The Invisible Man," to promote "Abbott and Costello Meet The Invisible Man."

"Fabiola" was given the advance treatment by special screenings. Miss Belfer was assisted by United Artists publicist Lou Maren. . . . Another live-wire publicist is Bill Blake, who blows the trumpet for the Golden Gate.

Plans for the "Del Mar Special" and the 1951 PCCITO are practically completed, it is announced by President Rotus Harvey in his invitation to all exhibitors to attend the convention on July 16-19 at Del Mar, Cal. Special compartment and drawing room cars will leave Seattle at 12:30 p.m. Standard Time, on July 14. These special cars will arrive in Portland at 4:30 p.m. the same day, and pick up the Portland special cars, leaving Portland at 4:50 p.m. Seattle and Portland delegates will arrive in San Francisco at 12:30 p.m. on July 15, where Gray Line buses will pick them up for lunch and a tour, returning them to the San Francisco Ferry Building at 5:30 p.m., where the San Francisco group will meet them, and the combined cars will become a special train. The special train will start rolling south at 6:05 p.m. Upon arrival in Los Angeles, buses will meet the train for a special studio tour. After the studio tour and luncheon, the buses will pick up the delegates for the last lap of the trip to Del Mar, which will be reached at 4:15 p.m. Return space will be arranged for those who wish and

request it at the time of their original special train reservation.

Seattle

M. R. Dunsford has sold his Island, Vashon Island, Wash., to Lloyd Raab. . . . Roy Haines, western sales manager, Warners, was here from New York, accompanied by Henry Herbel, western district manager, Los Angeles. Al Oxtoby, Portland branch manager, was here for conferences with Pete Stewart, Seattle branch manager.

In the extensive remodelling of the former ELC exchange for the Paramount branch offices, safety film vaults are being installed.

At a meeting of the Motion Picture Owners Association in the New Washington Hotel, the members were addressed by attorney Robert Graham, of Bogle, Gogle, and Gates.

Rex Jackson, merchandise manager, Orpheum, has been promoted to assistant manager, Music Box, succeeding William O'Hotto, resigning to go to Alaska. . . . Chris and Lolita Casper are the parents of a daughter, Roseanne Mary, born on May 15 in Swedish Hospital. Casper is manager, John Hamrick's Blue Mouse.

Walter Hoffman, Paramount exploitation representative, is taking over the Denver and Salt Lake territory of Bob Quinn while the latter is vacationing, and promoting the premiere of "Ace In The Hole" at Las Vegas, Nev. . . . Betty Benson, booking stenographer, MGM, resigned, and is leaving for Arizona to be married. Margaret Jarvis moves up to the booking steno job, and Dorothy Mayeno succeeds her. . . . Al Scholl, assistant manager, Blue Mouse, left to spend his vacation on the Olympic Peninsula. . . . Carrie Crowe, Columbia, began a vacation. . . . Fred Mercy, Jr., was here from Yakima, Wash., gathering up his two sons, Frederick and Richard, who finished their year at Lakeside School. . . . Art Slater, Northwest Film Service, and Mrs. Slater returned from their honeymoon motor trip.

Bill Galloway, booker-office manager, Universal-International, and Amy Galloway, his wife, booking stenographer, 20th Century-Fox, left on vacation. Mrs. Galloway has been succeeded by Maria Fiorita. . . . Chester Weaver, who recently sold his theatre at Onalaska, Wash., but who still does the booking and buying for it, was on The Row. Bob Cleveland, salesman, RKO, left for a swing through his Eastern Washington territory. . . . Hal Boehme, Favorite, returned from Oregon.

Among state Northwest exhibitors on The Row were: Ray Strawick, Auto-Vue, Spokane; Vance and Mrs. Weskil, Cclfax; Lionel Brown, Edmonds; Ed and Art Zabel, Olympia; Joe Lewis, Snoqualmie; C. J. Rockey, Everett; Mickey De Leo, Port Townsend; E. A. and Mrs. Darby, Naches; Walter Graham, Shelton, and Chilt Robinett, Raymond.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Nate Wise, publicist, RKO Palace, arranged for six popular television shows to plug Columbia's "The Brave Bulls" when that film played his theatre.

Vance Schwartz, president, Tent 3, Variety Club, and Albert Glaubinger, former ELC branch manager, opened the Distinctive Theatres and Lighthouse Enterprises with Betty O'Leary, formerly with Northio, in charge of the office. Lenora Hessel has replaced Miss O'Leary at Northio, and Clara Calpe is the new secretary to Selig Seligman, Northio vice-president and district manager, replacing Doris Barker, retired.

Herb Schwartz, Kentucky salesman for Columbia, has been transferred to the Albany office, replaced by William Stanford, a former Columbia booker. . . . James Rairdon is new manager, Paramount, Fremont, O., replacing Dick Pessley, who has gone to the west coast.

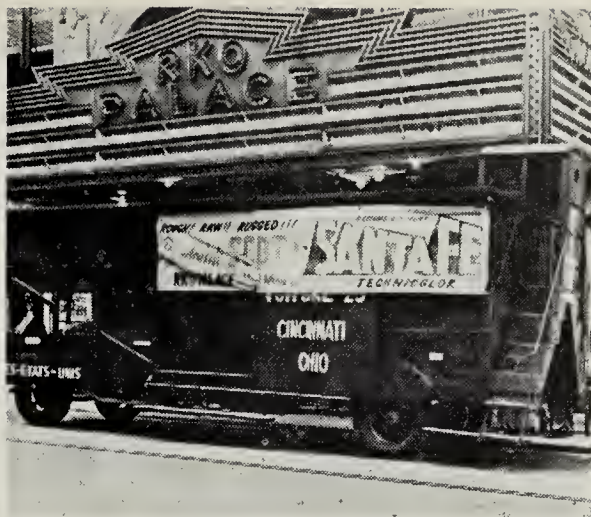
J. B. Rosen, 20th-Fox branch manager, and Robert McNabb, office manager, attended a convention in Los Angeles. . . . H. E. Otto opened the Lake View Drive-In, Burnside, Ky. . . . Phil Chakeres, Springfield, O., operator, was vacationing in Florida. . . . Schine closed its local branch, with local business being handled hereafter from the Cleveland office.

Milton Gurian, Lippert branch manager, was in Huntington and Charleston, W. Va., on business, and Margaret Woodruff, office manager, spent a weekend in Bellefontaine, O. . . . Allen Strulson, 20th-Fox West Virginia salesman, is recovering from injuries received when his car was involved in an accident.

New officers of Variety Wives, installed at a luncheon in the clubrooms are: President, Mrs. Morris D. Dennis; first vice-president, Mrs. T. N. Goldsmith; second vice-president, Mrs. Mel Martin; recording secretary, Mrs. Jack Finberg; corresponding secretary, Mrs. Sol Greenberg, and treasurer, Mrs. Sam Weiss.

The Wives ended the social season with a birthday party for members with birthdays in April, May, and June. Leis were worn for identification, and small gifts were distributed. The evening's dancing was concluded with a midnight supper and the cutting of a birthday cake.

The MGM Club held a recent "Bingo" luncheon, followed by the screening of "Excuse My Dust." During the business session, the following officers were installed: President, Dorothy Lang; vice-president, Mike Berger; secretary, Mary Younger, and treasurer, Florence Hermann.



This bannered mobile boxcar was promoted from the local "40 and 8" unit of the American Legion by RKO Palace, Cincinnati, to bally Columbia's "Sante Fe."

In the "bundles from heaven" department, congratulations are being extended to Al Laile, Jr., former manager, Americus, a daughter; Ray Piccola, former manager, Hyland, a boy, and to Ruth Rudin, charming U-I receptionist, who became aunt to a girl on May 28 and to a boy on the following day.

Visitors included: Dorman Law, Roseville, O.; Joe Poe, Jr., Aberdeen, O.; Ray Hautz, Milford, O.; Jack Needham and Mark Cummins, Columbus, O.; Cliff Thompson, Sterling, O.; Moe Potasky, Troy, O.; Bill Settos, Springfield, O.; John Valakas, Harrison, O.; Vernon

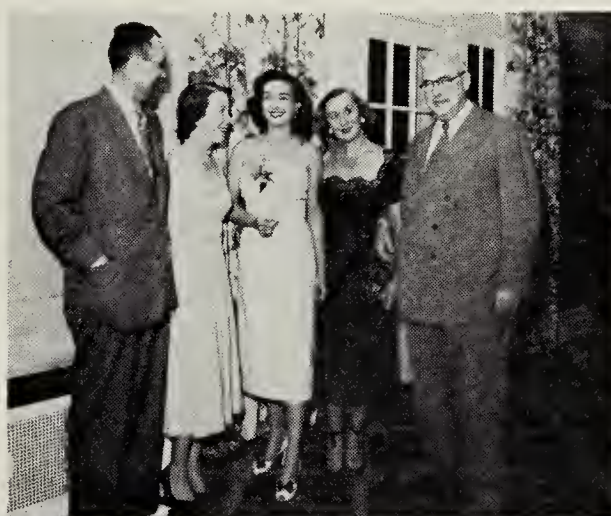
Berg, Yellow Springs, O.; Kenneth Robertson, Greenville, O.; Hank Davidson, Lynchburg, O.; Barton Crook, Chillicothe, O.; C. J. Porter, Beckley, W. Va.; Goode Homes and Donald and Everett Keesling, Bramwell, W. Va.; Clyde McCoy, Williamson, W. Va.; Jerry Jackson, Williamsburg, W. Va.; Russ McCallahan, Irwin, Ky.; J. N. Brandenburg, South Shore, Ky.; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind., and Jack Jackson.

Cleveland

Warner Theatres is renewing the lease on the neighborhood Doan. With the Hippodrome going to Herbert Scheftel and Alfred G. Burger and the Doan now crossed off the list, WB local houses are now reduced to the Allen, Colony, Vogue, Uptown, and Variety.

The Esquire, operated under lease since the fall of 1948 as a first-run house by Henry Greenberger, closed. Greenberger will shortly announce his future plans.

Robert Richardson, former ELC branch manager who was absorbed by United Artists, resigned. . . . George Blazer, tax expert, and Mrs. Blazer are in Honolulu to celebrate their 25th wedding anniversary. . . . Vincent Lauter, for "Fantasia," West, Barberton, O., did a lot of promotion work.



Margaret Sheridan, starred in RKO's "The Thing From Another World," was a guest at the recent convention of the Allied Theatre Owners of Indiana at French Lick Springs, Ind., and is pictured above with some of the delegates. At upper left, the actress is flanked by Trueman Rembusch, left, National Allied and Indiana Allied president, Mrs. Rembusch, Marc Wolf, Variety Clubs International Chief Barker and treasurer, Indiana Allied, and Mrs. Wolf, while, at upper left, Miss Sheridan is glimpsed with Sam Neall, Allied vice-president. Allied secretary William A. Carroll chats with Miss Sheridan at lower left, and, at lower right, the actress is seen with exhibitor Peggy Richardson, Crothersville, Ind.; Russ Brentlinger, RKO branch head, Indianapolis; exhibitor Flo Kaufman, Terre Haute, Ind.; Mrs. Brentlinger, Otto Ehert, RKO, and Oscar Fine, president, Premier Theatres, a leading circuit in Evansville, Ind.

Harold Boedeker, Maple Drive-In, Zanesville, O., turned the keys over to his wife while he attended the Allied convention in Kansas City. . . . Herbert Ochs, who operates ozoners in Canada, and Mrs. Ochs have been making an inspection tour of the theatres.

Meyer Fine, president, Associated Theatres Circuit, is back after a few days in Mount Sinai Hospital. . . . George "Bud" Gilliam, who joined the Schine Circuit as booking manager in Cincinnati, is back in Cleveland, from which vantage point he will handle the Schine bookings for the Cleveland and Cincinnati exchange territories. Harold Raives, Schine Ohio zone manager, says he is combining the two offices as a temporary measure. Ilene Bernstein will assist Gilliam. Raives also states that following the annual policy, Schine's Vine, Mt. Vernon, O., and Southern, Bucyrus, O., are closed for the summer.

Akron is losing two movie houses, reducing the seating situation by 1200. The Cameo, owned by Max Federhar, is reported sold to a warehouse, and the Orpheum, an A. P. Botzum house, has been acquired by the adjacent dry good store for expansion.

There was a rumor floating around that Ted Gamble had sold the 2000-seat first-run Palace, Akron, O.

Bert Schoonmaker, owner, World, Toledo, O., and Lyric, Delta, O., played host to the branch manager and salesmen in the Cleveland exchange territory at his commodious summer resort, Pleasant View Hotel, Park Lake, Mich., 30 miles from Toledo. The entertainment program included swimming, boating, golf, fishing, eating, and cards. For those who wished, the invitation included an overnight stay. Jack Share, well known former Cleveland exhibitor, is associated with Schoonmaker at the resort hotel for the summer. Share, who used to own the Cedar and Quincy, has been operating a restaurant in Miami Beach, Fla., for the past years. . . . The Majestic, Lima, O., operated by William Cummings, shuttered for the summer. . . . Manny Youngerman has been upped to United Artists city salesman, succeeding to the post left vacant by the resignation of Bob Richardson. Now branch manager, Sidney Cooper was looking for a salesman to succeed Youngerman in the Toledo, O., territory. . . . The "Teresa" promotion campaign worked out by manager Abe Ludacer for Loew's Valentine, Toledo, O., with the cooperation of exploiteer E. C. Pearson, was so good the company used it as the basis for a special press-book. . . . Carl Duncan resumed booking for his Duncan, Killbuck, O. . . . Exchanges have been notified that the Liberty and Vogue, Akron, O., have reduced their playing time to weekends as a summer policy. . . . Harry Buxbaum, Paramount branch manager, and Mrs. Buxbaum have as their house guest, Buxbaum's sister, Mrs. Betty Firth, wife of a navy officer.

I. J. Schmertz, 20th Century-Fox branch manager, and city salesman Ray



Recent winner of a one-week, all-expense paid trip to Tucson, Ariz., for himself and his wife was Arnold Gates, right, manager, Loew's Stillman, Cleveland, when a patron at his theatre wrote one of the six winning letters in a contest conducted in connection with Paramount's "The Furies." The patron won a similar prize. Milton Hale, Paramount regional publicity director, makes the presentation as Ted Barker, Loew's Theatres publicity director, looks on.

Schmertz left for the west coast to check in at the company's convention.

Detroit

Phillip Gerard, U-I eastern publicity manager, was in to set plans for the world premiere of "The Prince Was A Thief," Michigan.

Nine area drive-ins played first-run ahead of downtown houses with the showing of Allied Artists' "I Was An American Spy." The playdates are backed by special cooperative promotion, including personal appearance of star Claire Phillips for interviews and publicity, arranged by Harold Sandelman.

Lights from a golf driving range which operators of the Michigan Drive-In claim shine on their screen were the cause of court action recently. The drive-in operators filed an injunction against the golf range against using the powerful lights. . . . The management of the Eastwood Theatre, should be cited for bravery in defying jinxes. Two years ago, while "Mr. Peabody and the Mermaid" was featured, the theatre burned almost to the ground. Early this week, the owners decided to bring the film



Frank C. Middel, acting postmaster of Detroit, accepts a tribute to the postal employees from Gil Green, right, manager, Michigan, Detroit, and an invitation to post office workers to attend a recent screening of Paramount's "Appointment With Danger" at his theatre.

back. Result, as told by projectionist George Hemp: A roof fire that closed the place for repairs. Stubborn to the end, the management was ready for business in a few days with the same film.

A personal interview with Francis X. Bushman will be won by the Detroit who saw the screen's first matinee idol in the most movie roles. Frank Perry, manager, Madison, announced that fans should list the Bushman pictures, and where the fan saw them. The most nearly correct list with the largest number of films will win the interview when Bushman appears at the Madison in connection with "Hollywood Story." Betty Blythe and Cindy Garner and Judith Braun, U-I starlets, will also appear.

From Kalamazoo, Mich., the W. S. Butterfield Theatres, Inc., announced the closing of the city's oldest theatre, the Fuller.

Veteran theatre managers say they are able to forecast popcorn consumption by the type of movie they are showing. "If it's a fast-moving western or action picture, we pop up an extra amount of corn," one theatre manager said. "But if it's a drama, they don't eat much," he said. "And if it's a love story," he said, "they don't eat anything, they hold hands."

The Balaban-operated Downtown has finally been dragged down to darkness by the creeping paralysis affecting Detroit show goers. It was shuttered for a few weeks in the Lenten season. Then it opened with a series of exploitation films. Now the transit strike is blamed for its eclipse. The other Balaban house in Detroit, the Adams, is still operating.

Sam Carver, veteran Highland Park exhibitor, has the Park and the Jefferson, and is presently dickering for a number of others, including the Sheridan and the Oliver.

Indianapolis

The top of the Meridian Drive-In's concession stand has been altered to become a stage. . . . Alvin W. Hendricks is the new manager, Indiana. The director of the 3,300-seat theatre came to Indianapolis from Oklahoma City.

Pinnacle of innovations in drive-ins may be in the newly installed dance floor at the Greenwood Drive-In. Open for one hour nightly before the film program starts, the small dance floor will be available at no additional charge to patrons.

Among the many visitors in Indianapolis was Francis, to boost the savings bond campaign.

Rosemond Parliament, assistant cashier, RKO, resigned to become secretary to Earl Herndon, head, Affiliated Theatres. . . . Angie Geloff, secretary to manager Abe Gelman, Columbia, and Neil Wylde, former booker, U-I, will be married on June 10. . . . Trueman T. Rem-

busch, prexy, Allied Theatre Owners of Indiana, Inc., was in New York. . . . Marcia Rost replaces Pauline Scharf as cashiers' clerk, U-I.

More than 200 persons attended the annual dinner-dance given by the Colosseum at the Indianapolis Athletic Club. . . . Drive-ins in this exchange area report business, despite adverse weather conditions, about 25 to 30 per cent up so far this season than last. . . . The Noblesville Drive-In, Noblesville, Ind., had its formal opening. The attendance, according to F. J. Mitchell, was good. . . . Tom Harmeson, Anderson Drive-In, Anderson, Ind., found in checking his reports that his concession stand is \$1,300 ahead of last year for the same period.

The Strand, Kendalville, Ind., Hudson Circuit, Richmond, Ind., will reopen in the near future. . . . Jules Lapidus, Warners' eastern sales manager, and F. D. Moore, central district manager, were in holding a conference with manager Claude McKean. . . . Charles Clickner, Mid-West Theatre Supply Company, was attending the convention's district No. 8 in Cincinnati at the Sheriton-Gibson Hotel.

Mrs. Helen Bohn, secretary, Realart, was visiting her sisters in Washington, D. C. . . . The Fountain Square is asking a 14-day clearance after first-run. . . . Leonard Cantor, Cantor Amusements, passed on. He was 43. Burial was in New Haven. . . . Branch manager T. O. McCleaster is attending a sales convention of 20th-Fox at the Ambassador Hotel, Los Angeles. . . . Donovan Underwood, shipper, 20th-Fox, returned from a vacation in Wisconsin.

Exhibitors in were: Peter Mallers, Mallers Circuit, Fort Wayne, Ind.; Al Borkensteine, Wells, Fort Wayne, Ind.; Arthur Clark, Vonderschmitt Circuit, Bloomington, Ind.; A. Richey, Alhambra, Knightsown, Ind.; Nick Paikos, Diana, Tipton, Ind.; E. E. Smith, Devon, Francesville, Ind.; John Austin, Austin, Versailles, Ind., and William Handley, Rembusch Circuit, Franklin, Ind.

Pittsburgh

One of the largest crowds ever to attend a Variety Club "Family Night" turned out for the Harry Kodlinsky party when Ed Sullivan, famous columnist and TV master of ceremonies, was billed to appear as guest of honor. . . . A testimonial dinner has been planned for Saal Gottlieb, MGM branch manager, who was promoted recently to New York district manager, in the ballroom of the William Penn Hotel on June 25. . . . Bill Elder screened the new version of "Show Boat" for Joe E. Brown, who plays Captain Andy. Brown was here in the musical comedy hit, "Courtin' Time." . . . Al Brevak, publicity department, and Bud Hahn, booking department, Harris Circuit home office, celebrated birthdays.

Shirley Dedig, Warner Circuit zone office, announced her engagement to Cas Halaski. Two other employees of the same office are graduating from Du-



Manager Riesenbeck, standing, Keith's, Cincinnati, recently was the first showman to win a paid vacation to Arizona in Paramount's "The Furies" contest. His patrons, E. M. Ryder, left, and Mrs. Ryder, extreme right, earned the vacation with their answer to the contest question. Riesenbeck and his wife, second from right, shared in the vacation trip.

quesne University, John L. John, senior clerk, contact office, and August Pleva, a senior bookkeeper.

Watty Watson, MGM exploiteer, made a routine visit working on campaigns for coming MGM hits. MGM previewed "Show Boat" in Loew's Penn. . . . Esther Williams made a non-professional appearance in Horne's Department Store.

The sudden passing of M. A. Rosenberg, Parkway and Colony, McKees Rocks, Pa., came as a great shock. He had been a past president of National Allied as well as president of the local Allied unit and a leader of the independent theatres. A member of the board of Allied of Western Pennsylvania until his health forced him to be inactive, he suffered a heart attack after the National Allied convention in Pittsburgh last October. He was quite sick in Battle Creek, Mich., but was getting better, and had entertained people the night before he passed on. The regular board of directors' meeting of Allied of Western Pennsylvania was cancelled, and the office remained closed the day of the funeral.

The Variety Club scheduled a tag day as part of a campaign to raise \$200,000 for the Rosalia Home. . . . Anthony Civitartse, Strand, Pitcairn, Pa., passed on suddenly. His daughter is running the theatre.



Richard Conte, starred in U-I's "Hollywood Story," is seen upon his recent arrival in New York from Hollywood, accompanied by Mrs. Conte, for a visit.

Irving Frankel, former ELC salesman until the company merged with United Artists, is now in Washington, D. C., as a salesman for United Artists. . . . The bill to permit the Civic Light Opera to present performances on Sunday in Pittsburgh was beaten by two votes.

H. A. Doman, manager, Harris, Du-bois, Pa., is enjoying a combination vacation and leave of absence at the place of his birth, Romney, W. Va. He is remodeling his home, where he was born, and where he expects to retire some day. . . . Most of the drive-ins staged fireworks on Decoration Day with the result that many police stations were bombarded with calls. . . . The mammoth television marathon staged by the Variety Club over two television stations and two radio stations for the benefit of a building fund for the Rosalia home turned out to be a big time affair. Over \$47,000 was raised in pledges, and such talent as Joe E. Brown, Ed Sullivan, Wayne Griffin, and the top bands and night club acts appeared.

Friends of the Wally Allen's, he's the Allied business manager, gave them a surprise housewarming in their new Mount Lebanon, Pa., residence.

Ernest and George Stern, Associated Drive-In Theatres, moved into their new offices on Van Braam Street just a few doors from the old headquarters. The Sterns have one of the most modern offices in this district. . . . The Warner Theatres talent scout contest has been bringing in extra business in all theatres that used the stage attraction. Henry Burger and Jack Kahn, publicity and exploitation department, were pressed into service as masters of ceremonies.

Jake Silverman, Blair, Holidaysburg, Pa., was back after a prolonged vacation on the coast. . . . Bill Probst, U-I office manager, was passing out cigars when he became the father of a boy. . . . Many of the drive-ins presented a midnight horror show before Decoration Day. . . . Emil Foryan, 20th-Fox shipper, and Anna Katherine Daufenbach were married at St. Agnes Church.

Herbert J. Yates, president, Republic, assured Wally Allen, business manager, Allied Motion Picture Theatre Owners of Western Pennsylvania, that any features his company makes available to television will be at least 10 years old.

Kentucky Louisville

Al Green, projectionist, Twin Drive-In, is also owner and manager of a sporting goods store, and, in addition, is a commentator on a television show, "On Safari," which features African big game hunting.

Both the Capitol and Shelby announced plans to close one day a week as a summer operating policy.

Out-of-town exhibitors seen included: Luther Knifley, Art, Knifley, Ky.; Pope Sisco, Arco and Melody, Bardstown, Ky.; Fred Belcher, Family Drive-In, Charles-town, Ind.; Roy Hahn, Gypsy Drive-In, Bardstown, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky.; Gene Lutes, Chakeres district manager, Frankfort, Ky.; Elmer Showe, Skyline Drive-In, Madison, Ind., and Willard Wilderick, New Washington, New Washington, Ind.

Mr. and Mrs. Tom Maxedon announced the birth of a daughter, Patricia Lynn Maxedon. Dad is resident manager, Burley and Shelby, Shelbyville, Ky., owned and operated by the Chakeres Theatres, Inc., Springfield, O.

Charlie Wells, Falls City Theatre Equipment, was proudly displaying his trophies indicating his bowling prowess.

Ohio Akron

Claire Phillips arrived for a personal appearance at the regional premiere of Allied Artists' "I Was An American Spy."

Columbus

An increase in amusement advertising rates, effective on Sept. 1, has been an-

nounced by The Columbus Dispatch. Rates will be increased one cent per line in daily editions and two cents per line in Sunday edition.

Martin Smith, Toledo, O., president, Independent Theatre Owners of Ohio, has been in following the death of P. J. Wood.

Carl Rogers, former manager, Loew's Broad, was in to take his family to Dayton, O., where he has obtained a house after several weeks' search. Rogers is now manager, Loew's, Dayton.

Nancy Harter, Toledo, Ohio State University co-ed, was chosen "Ohio State's Lux Loveliest Girl," and presented on the Loew's Ohio stages along with other winners. She received a trophy sponsored by Lana Turner in a tieup with "Mr. Imperium," arranged by Walter Kessler, manager, Loew's Ohio.

Lancaster

Leo Kessel is recuperating following a major operation performed in Columbus, O.

Pennsylvania Erie

An unusual stunt by Andrew Gibson, Dipson Circuit, Plaza, won considerable attention for "The Thing." On the opening evening, a plane flew over the city, belching chemical clouds of flame and smoke, with a p.a. system broadcasting ballyhoo and transcribed announcements. Finally, the plane, which had been wired with flash bulbs, gave off a blinding glare over the center of the city, and disappeared into the night with all lights off. Police, radio and TV stations, and newspapers, which had all been previously briefed, were bombarded with phone calls. Radio and TV stations made special announcements, to relieve switchboard congestion, and all the time was free.

Warren

Ben White, Whiteway Drive-In owner, also operates the Dickie Ben Speedway, and reported 1400 spectators attended his opening day race, at \$1 per person. He plans to build a 2000-seat bleacher stand, to accommodate the summer

West Virginia Grafton

S. O. Summers, manager, Grafton Drive-In, held a benefit performance for the Grafton High School Band, with all profits going to the organization. The Elkins, W. Va., Drive-In, used "The Birth of a Nation," synchronized with sound. A lecture on the Ku Klux Klan is also being presented in connection with the film.

Morgantown

The Town and Country Drive-In reopened under new ownership, William Cobun, former owner, having sold the ozoner to Mr. and Mrs. Page Ervin.



Lieutenant Akiva Pagi and Leading Seaman Dan Shabbath, Israeli Navy, recently visited Paramount stars Betty Hutton and Jimmy Stewart on location in the east with Cecil B. DeMille's "The Greatest Show On Earth" company.

Ervin had been connected with a bakery, and Mrs. Ervin with the public schools until the purchase. Gray Barker, Clarksburg, W. Va., will handle booking and exploitation.

Other area drive-ins relighted for the new season: The Bunker Hill Drive-In, on Route 19, reopened with F. B. Vannoy in charge. Vannoy is a son-in-law of Orville Pauley, who had operated the theatre in former seasons. Pauley will continue to operate the restaurant near the theatre. Although the theatre is open only on weekends, Vannoy said he would operate every night when the season advances. The Pineview Drive-In, operated by the Culp Brothers, reopened early in May. Opening was delayed while the screen tower, damaged by a windstorm, was repaired.

Vadis

Roy C. Davisson opened his Vadis, using 16mm. film. Davisson operates two changes per week, in addition to radio shows.

Wheeling

Wheeling-area drive-in operators are beating congested amusement page advertising and saving money in the bargain, with a cooperative drive-in theatre directory wherein the features playing at participating theatres are listed under an institutional heading.



Maurice Duke, producer, Allied Artists' "Disc Jockey," was recently host to the trade press at a cocktail party in New York City, and is seen above with Happy Goday, portrayed in the film by Lenny Kent, and Sam Melcher, talent agent.

BOX OFFICE STATEMENTS

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NEWS OF THE

Territory

Boston
Crosstown

Falling grosses forced several suburban theatres in Greater Boston to eliminate their usual 2 p.m. matinee opening, now opening at 6 p.m.

Independent Exhibitors Inc., held a supper meeting at the University Club. The meeting was informal, and dealt with "Economies Within The Field Of Exhibition."

The latest Independent Exhibitors bulletin urges exhibitors to dispose of all obsolete material immediately so that scrapmetal can be reclaimed to help alleviate shortages of materials necessary to the industry. Claiming there will be a definite shortage of dry plate rectifiers, editor Feeley urges that when rectifiers and motor generators become inoperative, the copper steel cores and frames should be sold back to the equipment dealers for use over again. He also warns that copper drippings will again be valuable, and should be saved for return to smelters. Reports are that in-car speakers will not be manufactured after Aug. 1, 1951, and the bulletin urges drive-in operators to be "on the ball" to prevent speakers from being stolen. It's suggested that each speaker should be marked so that identification and prosecution will be simple.

Richard Kallagher, manager, Strand, Southbridge, Mass., is running a co-op tie-in with local merchants, awarding two bicycles and 10 other prizes to kids attending the theatre.

The Corliss, North Woodstock, Mass., operated by Jesse Kelly, reopens on June 16 for the summer. Affiliated will handle the booking.

The Balsams Hotel, Dixville Notch, N. H., plans to show motion pictures six nights a week instead of only twice weekly, last season's policy. . . . The Whitford, Whitford, R. I., closed temporarily in order to prepare for the summer stock season.

Earl Raistanger, Mahaiwe, Great Barrington, Mass., is planning an elaborate candy and soft drink concession stand in the rear of the theatre. Construction will be supervised by William Riseman Associates of Boston.

Arthur Poirier, Palace, Rockville, Conn., reverted to the single feature policy for the summer.

Bill Newman, Bradley, Putnam, Conn., scheduled his annual Jantzen bathing beauty contest for June 22 tied in with local merchants. . . . The Avon Drive-In is offering free pony and buggy rides for the moppets.

Governor Paul A. Dever appointed Martin J. Mullin chairman of a committee of State members of the industry to work with the Defense Council. Named in addition to Mullin are: Norman C. Glassman, Rialto, Lowell; Maxwell Melincoff, Warners Circuit Corporation; Harold A. Maloney, Loew's Poli, Worcester; Harry Zeitz, State, New Bedford; Frank C. Lydon, Allied, and Harry Browning, New England Theatres, Boston. A meeting of the committee was held in Mullin's office to formulate plans for the nine regional sections.

Paul Levi, publicist, American Theatres, was chairman of the publicity and photography committee for the reunion of his Harvard 1926 class. Eliot Norton, The Post drama critic, is also a member of the class celebrating its 25th anniversary.

Managers assigned by Interstate for State summer situations are: Henry "Hank" Hubbard, Hyannis, Hyannis; Richard Briggs, Cape Cinema, Dennis; Jim Donovan, Community, Osterville, and Melvin Wass, Dennis Drive-In. David Jennings had been appointed assistant manager Centre, Hyannis. Scheduled openings are; Hyannis, June 14; Community, Osterville, June 15, and Cape Cinema, Dennis, June 27.

Some 19-inch TV sets have been installed in the state Quintree, Braintree, and Wareham ozoners. Operated by the Rifkin Circuit, sets are placed in the concession building.

Henry "Snakeoil" Johnson, manager, Interstate's Orpheum, Danielson, Conn. is confined to his home nursing an injured foot suffered when he attempted to make like "Hopalong Cassidy," and fell off his horse.

The City of Lowell, Mass., Licensing Committee has given operators of local houses permission to discontinue hiring of uniformed police officers, required under a city ordinance, on a trial basis to run from June 16-Sept. 15. Managers requested relief from this added financial burden, and the committee agreed to the trial period providing either the manager or his assistant were on the premises at all times. The committee also insisted that children unaccompanied by adults, be segregated as much as possible. However, the trial can be revoked at any time.

American Theatres Corporation announced the transferring of several state managers: Howard Parker, Capi-

tol, Arlington, to the North Reading Drive-In; Jay Concannon, Capitol, Somerville, to the Capitol, Arlington; Stephen Bresnahan, Ball Square, Somerville, to the Capitol, Somerville; J. W. McGrath, Central, Somerville, to the Ball Square, and Clayton Hazelwood, relief manager, to the Central. Frank Sergei, who opened the North Reading ozoner earlier this season, has been sent to the Bayside, Hull, Mass., a summer situation scheduled to open on June 28.

Mr. and Mrs. Ernest Warren, Warren, Whitman, Mass., celebrated their 25th wedding anniversary.

Vincent Hamelin, manager, Middleboro, Middleboro, Mass., resigned to enter business for himself. He has taken over operation of Lisbon, Me.

Mr. and Mrs. Walter Mitchell, planned to attend the graduation of a son, Walter, Jr., from University of Virginia. Walter, Jr., graduated from Tufts two years ago with an AB, and he received his Master's degree in Astronomy and Physics from Virginia.

Film District

Nate Levin, Monogram sales manager, is on the mend at Baker Memorial Hospital. The Variety Club installed a TV set in his hospital room.

Harry Heller, longtime concessionaire and Variety Club member, retired from the business, and has taken permanent residence in Florida. . . . Ross Frisco, entertainment booker and Variety Club member, has moved the base of his operations to Hollywood. . . . Phil Smith was in the Beth Israel Hospital. . . . Daytz Theatre Enterprises Corporation is now booking Phil Sherman's Hamilton, Waterbury, Conn.

Sam Richmond, Lux, is busy setting up more playdates for "Manon," which opened recently at the State, Lawrence, Mass. . . . James Connolly, 20th-Fox branch manager, spent a day in Providence, R. I., recently conferring with Jack Bloom, home office. . . . American, Morton, Dorchester, Mass., closed.

Fred O'Connell, Metro shipper, entered the army.

Annual outing of the employees of 20th-Fox has been scheduled for June 25 at the Cliff House, North Scituate, Mass. Barbara Connolly and Pauline Vallas are handling the arrangements. . . . Mike Zamins, 20th-Fox booker, reports his wife is making nice headway recuperating at home following a short spell of hospitalization.

Helen Ross replaced June Dunton, resigned, at the switchboard at Affiliated. . . . The Fairlee, Fairlee, Vt., will be operated this season by Dr. Abadassa,

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who also operates the Bradford, Bradford, Vt. Booked by Affiliated, the house opened on a two-day-a-week basis, with a five-day scheduled starting in July.

New Haven Crosstown

The Dreamland started a "Family Night" on Tuesdays with all seats 25 cents. . . . The Whalley and Whitney had "Country Store Nite." . . . Morris Rosenthal, Loew's Poli, received some nice publicity breaks for "The Great Caruso." . . . The Bijou closed for the summer. . . . Mrs. Charlotte Robinson, Edmund Rowley, Charles Blackman, Ken Byers, and other personnel were added to the Poli and College staffs for the summer to relieve during vacation time.

Paul Klinger, Bijou manager, was to take his summer vacation. When he completes his time off, he's expected to be summer relief manager. . . . Lenny Edwards, Paramount assistant, was a vacationist. . . . Morris Rosenthal received a nice publicity break for "The March of Time" when Dr. John Dollard, research associate, talked about the film at a recent medical meeting. . . . Matt Kennedy, Paramount business agent, Local 273, resigned his union position after 15 years because of ill health. . . . Ralph Civitelol, White Way, is getting quite a bit of golf practice.

Meadow Street

Mrs. Earl Wright, wife of the Columbia salesman, was chairman of the recent flower sale conducted by the Morris Cove Garden Club. . . . Republic really looks classy since the redecoration job and alterations. . . . W. Gillespie Milwain, new manager, National Theatre Supply, finally found an apartment. Milwain filled the vacancy resulting when Bill Hutchins was transferred to the Philadelphia branch. Hutchins sold his home and has obtained a residence on the outskirts of Philly. . . . The new NTS manager has a colorful background in the equipment field. He started as an exhibitor in Bardwell, Ky., in business with his folks there. In 1938, he joined NTS as shipper in the south and then later at Charlotte. He joined the sales staff, coming to New Haven from Pittsburgh after two-and-a-half years as sales manager there. . . . The Sky Vue Drive-In, Torrington, has NTS equipment installed. . . . The new Loew's Bristol Drive-In, Farmington, is moving along, and NTS equipment is to be installed. . . . I. J. Hoffman, who recently resigned as New England zone manager for WB Theatres, has set up offices in New Haven for his theatre interests. . . . Michael Fishman, son of Dr. J. B. Fishman, Fishman Theatres, entered Yale.

Circuits Loew Poli

Division manager Harry F. Shaw returned from an interesting cruise to Havana, Honduras, and Guatemala. He was the guest of Julian Berman, Havana Metro branch manager, when he was in that Cuban city. . . . The "Revue de

Paree" stage show was booked into the Poli, Bridgeport, and Poli, Waterbury. . . . Sheldon Rose, son of the Majestic, Bridgeport, manager, Harry Rose, is in Newington Veterans' Hospital. . . . Paul Klinger, Bijou manager, will be relief manager for the summer.

Connecticut Danbury

Robert Howell is assistant to manager Irving Hillman, Empress.

East Windsor

Paul S. Purdy, general manager, Kounaris-Tolis Theatres, got himself invited as guest commentator on a WDRC women's program.

Farmington

Opening of E. M. Loew's Farmington Drive-In, now nearing completion, is slated for July 4.

Hartford

The legislature passed a measure which places control of entrances and exits to open air theatres along trunk line highways under the State Highway Commission. The bill is House Bill 1613.

As promotion on "Go For Broke!", Lou Cohen, Loew-Poli manager, and Norm Levinson, assistant, found two Connecticut residents who served with the 442nd Regimental Combat Team in Italy.

Lou Cohen, manager, and Norm Levinson, assistant, had plenty of merchant tie-ups on "The Great Caruso." . . . Bernie Menschell and John Calvocoressi, Community Amusement Circuit, donated use of their Star for a late evening show for the benefit of the North End Citizens Community Center building fund.

Hugh J. Campbell, manager, Central, West Hartford, reported three sons have been recalled to active armed forces duty, Hugh, Jr., and Thomas, U.S. Air Force, and Raymond, U.S. Marine Corps. Private Bill Daugherty, ex-manager, Plaza, Windsor, has been promoted to private first class, assigned to projectionist's duties with 103rd Fighter-Interceptor Wing, U.S. Air Force.

Two new corporations have filed certificates of incorporation, State Management Corporation, New Haven, incorporators, Alice Levy, Bernard W. Levy, Rita Ginsburg, and Lewis Ginsburg, and Stamford Drive-In Theatre Corporation, Stamford, President, William Sobel; secretary, Alton H. Zucker; vice-president and treasurer, Arnold Bernard, and directors, Sobel, Berger, and Zucker.

Middletown

A corporation has been formed, the Broad Street Amusement Corporation, of which Ernest Doreau, formerly manager, Capitol and Palace, is one of the directors. Doreau has charge of both buying and booking of pictures for the Music Box, New Britain.

New Britain

Joe Miklos, Embassy manager, promoted gifts of guest tickets to 10 lowest scorers of the week at local golf clubs in conjunction with opening of "Follow the Sun."

Plainfield

Ed Maranski was named manager, Plainfield, replacing Harold Chase.

Waterbury

The Palace had a special stage show for the kiddies. . . . The Palace tied in with the Wilko Knitting Mill, for its annual bathing beauty contest. "Miss Waterbury" will be chosen on the stage.

West Hartford

Abner Weinberg joined the Central staff.

Windsor

New Plaza aides include Henry Billings and Nancy Lawrence.

Massachusetts Fall River

A new price policy has been introduced at Nathan Yamins' Durfee. It represents an average increase of five cents per admission.

Elmer Leno, assistant to Paul Slayer, Durfee, has been transferred to the Island, Island Park, replaced by Walter Bucko, assistant, Capitol.

New on the Capitol staff is William Oliveira. . . . The Academy bowling team, headed by district manager Carl Zeitz, took first place in the Merchants League roll-off.

Miss Peggy Cullen, Durfee, was married recently to John McGraw.

Greenfield

J. P. Lowe, manager, Garden, reported considerable success with a children's contest on "The Thing." Lowe took a small box on the theatre page of The Greenfield Recorder-Gazette, and addressed it directly to the youngsters with a bold headline, "Hey kids!" Copy then went on to request picture of what the youngsters thought "The Thing" looked like.

New Hampshire Franklin

Walter E. Mitchell, Morse, has been recently inserting a series of weekly messages to the people in The Franklin Sentinel as a campaign against the inroads of TV.

Vermont Brattleboro

The Auditorium closed until September.

Rutland

The Paramount building escaped with a scorching when fire razed a garage attached to it at the rear. There was no show in progress. . . . Frank A. Vennett, manager, Paramount, was master of ceremonies, at Memorial Day exercises.

NEWS OF THE

Territory

New York City
Crosstown

Alan S. Goodfield, son of Irving Goodfield, Apeda Studios, theatrical photographers, was married to Janet Joan Rose at Sherry's.

The Variety Club is about to launch a campaign to raise funds needed to continue, and eventually expand, its present welfare program, according to Fred J. Schwartz, Chief Barker. The drive will terminate in the fall with a costumed party to be held at the Astor Hotel. Winners of the 1951 Variety Club welfare awards, pivotal point of the campaign, will be named at this affair. Although the drive will be aimed principally at raising money within the motion picture and allied industries, Schwartz pointed out that the general public will be given an opportunity to participate in the campaign. The committee consists of Schwartz, Edward Lachman, and Max Wolff, co-chairmen. Assisting the co-chairmen are the following: Harry Brandt, Leo Brecher, Robert Christenberry, Max A. Cohen, Oscar A. Doob, Russell Downing, S. H. Fabian, Theodore R. Gamble, William J. German, Nat Harris, Jules E. Ligget, Maurice Maurer, Lee W. Newbury, Arthur M. Rapf, Walter Reade, Jr., Irving Renner, Sam Rinzler, Sam Rosen, Michael Ruden, Ed-



For a pseudo-scientific lobby display on RKO's "The Thing," city manager Guy Hevia recently arranged to have the above "supersonic wave guide" rigged up by electronically-minded pals, and placed at the Reade Mayfair, Asbury Park, N.J.

ward H. Rugoff, Sol Schwartz, George P. Skouras, Saul Strausberg, Gael Sullivan, Dick Walsh, Robert M. Weitman, and Earl Wilson.

The annual boat ride of the Warner Club will be held on June 27 with a sail up the Hudson River to Bear Mountain. Employees of the Warner home office and their guests will participate in the outing, which will include a series of athletic events at Bear Mountain.

About 500 theatre owners, managers, and bookers in the area turned out for the "Look Forward" Showings of Warners' forthcoming product at the Strand.

The Lido, Yonkers, closed. . . . Amelia Schaefer is the new operator, Grant, Brooklyn. . . . The University, Bronx, and the Avon, Newark, shuttered. . . . The Senate, Brooklyn, is now being op-

erated by the E. N. Wood Amusement Corporation.

A. W. Schwalberg, president, Paramount Film Distributing Corporation, will serve as chairman, motion picture distributors committee, 1951 Cerebral Palsy Society New York city-wide campaign.

The Columbia Amusement Company, Inc., is now operating the following New Jersey theatres: The Elmora, Royal and State, Elizabeth; The Maplewood, Maplewood; Empire and Rahway, Rahway; Park, Roselle Park, and Park, Newark. Independent Theatre Circuit handles the buying and booking.

Fire destroyed the Lyric, Summit, N. J. . . . Sy Kaplan, manager, Plainfield, Plainfield, N. J., resigned.

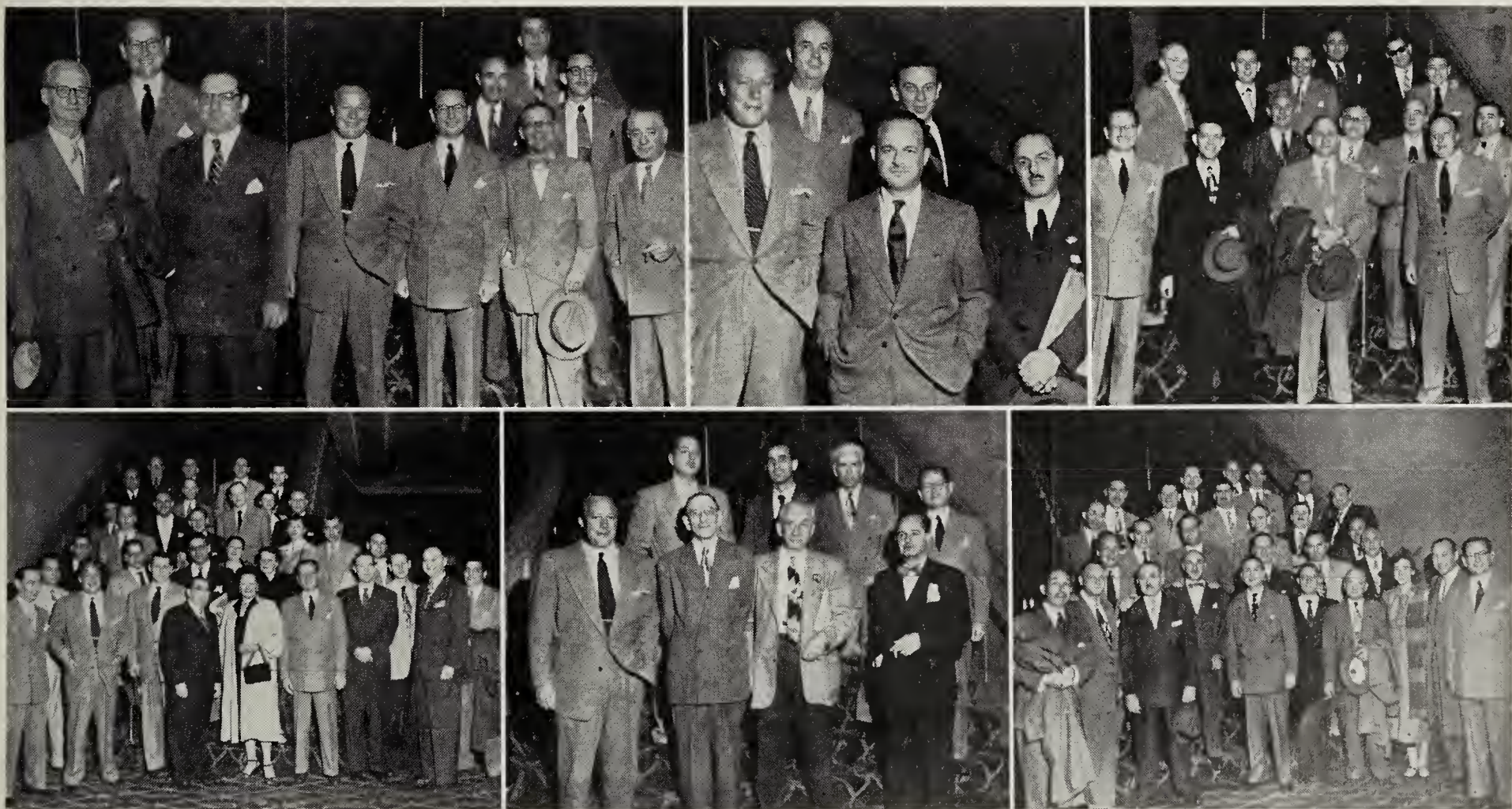
Folks at Interboro Circuit are proud that they made a 100 per cent contribution during the recent United Jewish Appeal.

Wilbur Snaper, president, Allied Theatre Owners of New Jersey, warned members of his organization against film rentals.

R. J. Engler, recording manager, Western Electric Company, Ltd., a subsidiary of Westrex Corporation, returned for discussions with Westrex officials.

The Rivoli closed for the summer because of the lack of sufficiently important motion pictures to stand for a long run on Broadway.

Takejiro Ohtani, president, Shochiku Film Company, leading producing, distributing, and theatre organization of



Among those seen at the recent special exhibitor screening of RKO's "The Thing" in New York City, and who heard about the showmanship contest with \$1,500 in prizes for exhibitors in the metropolitan district who best promote the film, were, in usual top to bottom, left to right order: the group from the Bronx Combine Circuit, the group from the Interboro Cir-

cuit, part of the group from the Rugoff and Becker Circuit, part of the group from Loew's Circuit, part of the group from Skouras Circuit, part of the group from the Century Circuit, and part of the group from the Randforce Circuit. Also seen are Len Gruenberg, RKO metropolitan district manager; Phil Gruenberg, metropolitan manager, and assistant Phil Hodes.



Count Felix von Luckner, sea raider of World War I, visited the Paramount, New York City, recently to see RKO's "Sealed Cargo," and is noted above with manager Bob Shapiro before the show.

Japan, and K. Shirai, a producer for the firm, were in to confer with the top executives of Paramount Pictures and Paramount International. The two Japanese film officials had meetings sched-

uled with Adolph Zukor and Barney Balaban, chairman of the board and president, respectively, of Paramount Pictures, and George Weltner, president, Paramount International.

Milton Weill, president, Federation of Jewish Philanthropies of New York, announced the election of Si H. Fabian as chairman of the Business Men's Council. Fabian has been active in the Federation for almost two decades, and is a vice-president.

The four story former Elks Club at 140-48 South Oxford Street, Brooklyn, is now being remodeled into an eight studio unit for television and motion picture use. Samuel Malkind, New York theatre architect, is completing the plans for the first two studios, which will be available in August. Among the immediate users of the space are Jam Handy, Wilding Company, Pathescope Company of America, and Transfilm Producers. All equipment is being installed by Joseph Hornstein, with George Hornstein in charge. The studio is named the Brooklyn Tele-Film Studios. A. B. Schneider, former Warner executive of a decade ago, is president, and W. E. MacKee, president, MacKee Theatre Service, has been elected a director. Interim offices are at 7 East 42nd Street. The entire building is planned for completion before the end of the year, with more than \$300,000 being expended. Total land and renovation costs will exceed \$500,000, Schneider said.

Milton Harris, formerly director of publicity, Fox, St. Louis, and Loew's Theatres, Cleveland, and currently an exploiter for UA, handled the recent engagement of "So Young, So Bad," which earned for managing director Gene Pleshette and publicity director Henry Spiegel, the national first prize of \$500 in cash for the best campaign submitted by exhibitors. The film was the screen attraction at the Brooklyn Paramount during the Christmas and New Year holidays, and it was a reunion for Harris in that borough since he formerly publicized theatres in Brooklyn for the old William Fox circuit. Harris resides in Brooklyn, and has known both Pleshette and Spiegel for many years.



This lobby display was recently arranged by city manager Ralph Lanterman at Walter Reade's Community, Morristown, N. J., in advance of MGM's "Father's Little Dividend." Four local firms presented the array of baby furniture, presented to children born at local hospitals.

New Jersey Long Branch

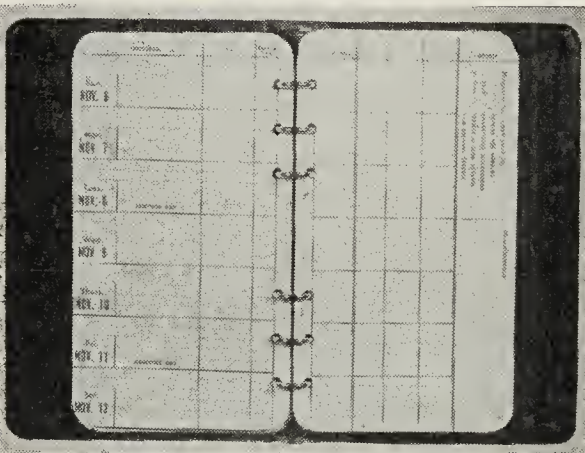
City officials lauded Walter Reade as his Paramount celebrated its 30th anniversary with ceremonies. Walter Reade, Jr., representing his father, received the birthday greetings, and promised further progress. Clark Jordan, manager, acted as master of ceremonies, and introduced Mayor J. William Jones, city commissioners, and other Long Branch officials. Mayor Jones pointed out that in 1921, when the building was built, it was a pioneer. Mayor Jones recalled the days when Sunday movies were banned in Long Branch, but permitted in nearby Asbury Park, N. J. He said that Long Branch residents went to see the Sunday shows, stayed to window shop, and, later in the week, returned to shop in Asbury Park. The Mayor said he finally convinced local clergymen to permit Sunday shows in Long Branch. The Sunday performances were preceded with a prayer. Walter Reade, Jr., said that his father was in poor health, and that it was up to him to "pinch hit." He introduced Edward Hughes, oldest member of the Paramount staff.

Newark

Warner Theatres are running a "Summer Showmen Awards" drive. The first five week period will end on June 23. . . . Frank Jacobs, manager, Globe, goes to the Savoy to replace Ben Braudie.

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246-48 N. Clarion Street, Philadelphia 7, Pa.



Seen at the recent installation of officers dinner of New York City's Cinema Lodge B'nai B'rith, were, seated, left to right, Alfred Schwalberg, honorary president; Albert A. Senft, retiring president; Lester Gutterman, B'nai B'rith official, who installed the officers, and Henny Youngman among others. Standing, left to right, are Jack H. Levin, past president; Samuel Rinzler, and William Brandt also officers of the group.



Robert Pirosh, writer-director, MGM's "Go For Broke!", was recently presented with a citation by General Charles W. Pence, Commanding Officer, 442nd Regimental Combat Team, at opening night ceremonies on stage of the Capitol, New York City. Looking on are Harry Greenman, managing director, Capitol; Lieutenant George Miki, Kenn Okamoto, and Akiri Fukunaga, all 442nd veterans.

John Reilly, manager, Branford, who has been recalled to the army, will be replaced by Bernard Silverman, who leaves the Stanley, Jersey City, N. J., in the hands of Arthur Manfredonia, manager, DeWitt, Bayonne, N. J. Michael Demscak becomes manager, DeWitt.

Jack Barrett, manager, Wellmont, Montclair, N. J., started his vacation fun club for kiddies. . . . Warners' Jersey office extends heartfelt sympathy to Eleanor Bennett, contact department, in the loss of her father.

New York State Albany

Harry Kalmine, general manager, Warner Theatres, paid a visit. . . . Bob Halliday, Warner salesman, who was married on May 26, is honeymooning in Hawaii. . . . Loew's welcomed two new employees, Eileen Ganott, biller, and Marjorie Mongeon, switchboard operator. . . . Geraldine Rudebush, Loew's stenographer, was married to Bill Van-Amees in Cohoes. . . . Elizabeth Herrick, Warner Theatres' shorts booker, and Mae Finin, telephone operator, celebrated birthdays. . . . The Lincoln, Troy, was broken into. . . . Condolences go to Dick Keating, Paramount booker-office



The Capitol, New York City, recently presented "flowers of Hawaii" orchids to the first 5,000 ladies who attended at the opening of MGM's "Go For Broke!". A model in Hawaiian costume is shown with the orchids, flown in from Hawaii.

manager, upon the death of his mother, Florence Keating, in New York. . . . The Variety Club "Heart Committee," headed by Charles A. Smakwitz, chairman, and members Neil Hellman, Nate Winig, Alton Mendelson, and Leo Rosen, met at a luncheon to plan a benefit stage show. . . . Mrs. James E. Benton, wife of the Benton Theatres executive, acted as narrator in a pageant at a May Day ceremony at Our Lady of the Star Academy, Saratoga. . . . Louis W. Schine, vice-president, Schine Circuit, and son, Donald Schine, Darnell Theatre Corporation, Buffalo, attended a cocktail party and reception given in the Ten Eyck by the Home Insurance Company. —M. E. B.

Buffalo

Approximately 30 lovelies graced stage of Shea's Buffalo in a "Miss Buffalo" bathing beauty contest held by manager Carl Rindcen, in conjunction with "On The Riviera." Many prizes were awarded.

Rochester

Some 2,200 Democrat and Chronicle and Times-Union newsboys were guests of manager Jerry Baker, RKO Palace, in connection with distribution of defense bonds literature. . . . Manager Anthony Rosato, Waring, dropped "Bingo."

Manager Lester Pollock, Loew's, was a guest of Republican bigwigs at a party dinner in New York City. . . . Miss Chick James, Hollywood starlet, visited Rochester's famous lilac display, and greeted Francis.

Howard Carroll, Capital, skedded only Saturday and Sunday shows during the hot weather.

Police expressed appreciation to theatre men aiding in arrangements for the Police Ball.



Harry McWilliams, Columbia's national exploitation chief, in New York City recently presented the above trophy to Reece "Goose" Tatum, Harlem Globetrotters, as most valuable player of the cross-country "world series" of basketball which the Globetrotters played with the College All-Stars. Looking on is Abe Saperstein, owner-manager, Globetrotters, stars of Columbia's forthcoming feature, "The Harlem Globetrotters."

Mary Pickford gave George Eastman House permission to copy all of the independent films she made since the 1900's.

Manager Arthur Krolick, Paramount, presented a scroll to Postmaster Donald A. Dailey, and arranged a newspaper interview with the local chief of postal inspectors for "Appointment with Danger." —D. R.

Syracuse

For "Fabiola," Astor, manager Edmund Linder, assistant manager Roy D. Moro, and John Markle, UA representative, planned a comprehensive campaign that included elaborate lobby and front displays, a special trailer, art and story breaks in the daily, weekly, and foreign newspapers, teaser classified ads, 10 window display tie-ins, radio and TV plugs, and various other promotion details.

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- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.

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**SERVICE
MANUAL**
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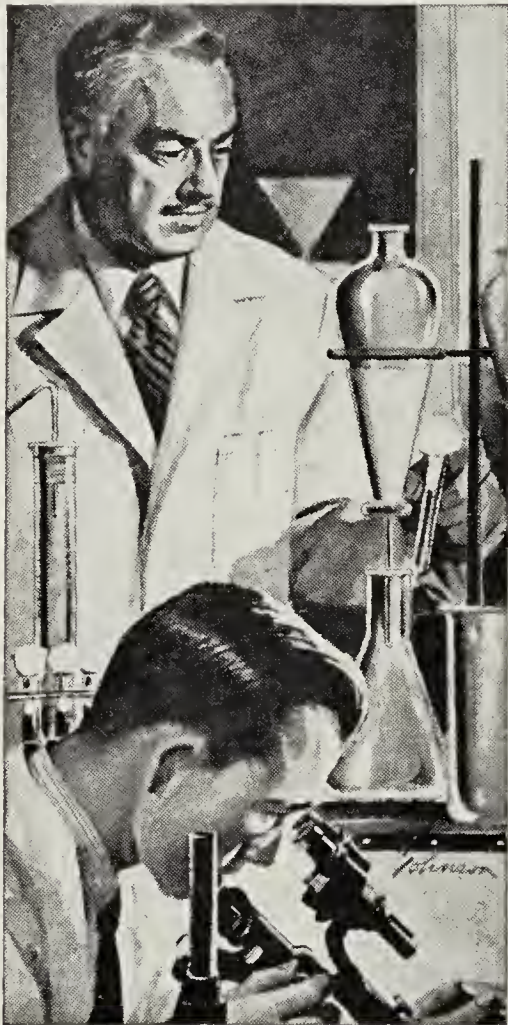
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EYEING THE

Exchanges

NEW YORK—MGM has consolidated the operations of its New York-New Jersey branches into a single unit, and there has been some shuffling of personnel.

MGM—Print booker Herman Garris will be accepting birthday congratulations on June 14. . . . Folks in the film room were happy to welcome back inspectress Kitty Schwartz, away a month because of illness. . . . Night inspector Irving Blumenfeld is on vacation. . . . Head biller Shirley Gottlieb is back after illness. . . . Charlotte Cowan, film inspectress, is enjoying her vacation in Philadelphia. . . . Madelyn Anderson, secretary to the branch manager, passed another milestone. . . . Film inspectress Maye Burke was on vacation. . . . The office is buzzing about "Show Boat."

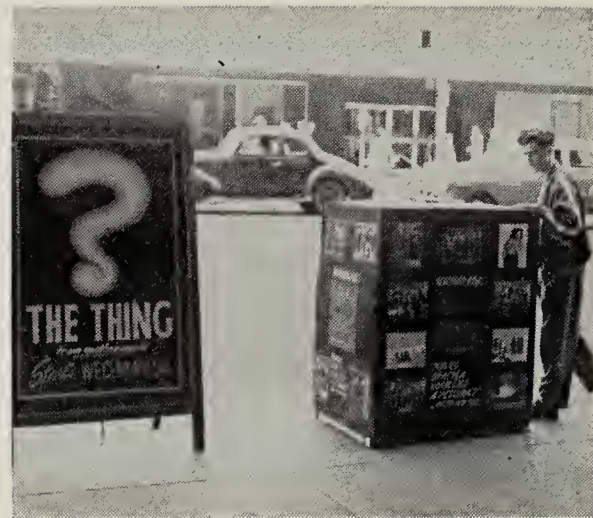
U-INTERNATIONAL — Print booker Marvin Friedlander was enjoying his respite. . . . Dorothy Garber, biller, is back after a Florida vacation. . . . Booker Harvey Rheinstein finally licked that virus attack. . . . Bookkeeping machine operator Fran Kent is back after a vacation.

RKO—Nettie Kanasy, in the accounting department, is vacationing. . . . Night examiner Jack Wolfe was accepting birthday congratulations. . . . The office said farewell to Mike Kleinberg, boxoffice department, who went into the navy on May 28. His co-workers gave him a luncheon and presented him a nice gift. Pearl Yampolsky has taken over the duties of Kleinberg.

BOOKER'S BIOG—Quiet, likeable Seymour Berkowitz started in the industry some 12 years ago in the Paramount office. He later switched to Columbia, where he is now the New Jersey booker. A Brooklyn boy, he is a graduate of Tilden High School in that famed borough. From there, he went on to college, and graduated from Long Island University. When Uncle Sam pointed his finger, he entered the army for three and one-half years, leaving with the rank of sergeant. While in the service, he met a pretty St. Louis miss, Selma, who soon became Mrs. Berkowitz. They are married seven years, and have a son, Barry, 5½, and a little girl, Faye, 2. Sy is a good ballplayer but his main vice is fishing which he really enjoys doing. A charter member of the Booker's Club, he is at present serving as a trustee.

PARAMOUNT — Office manager-booker Howard Roth enjoyed a Texas vacation. . . . Former employee Bobbie Kaiser, now with Famous Studios, was around. . . . Clerk Marjorie Riggio resigned to trade in her typewriter for a baby carriage.

UNITED ARTISTS—Folks were saddened to hear of the death of assistant cashier Muriel Schleider's father on May 25. . . .



S. L. Sorkin, RKO Keith's, Syracuse, recently aroused interest in RKO's "The Thing" with this novel sidewalk display.

New Jersey salesman Sam Rifkin became a grandfather for the second time. It's a boy. . . . Barbara Karland, secretary, handed in her resignation. . . . Secretary Tomasina Piscitelli announced her engagement to Phillip Tiressi. . . . George Waldman, upstate New York and New Jersey sales manager, and New Jersey salesman Sam Rifkin recently went to Trenton, N. J., on an exhibitor tour. . . . Folks in the office said goodbye to auditor Herman Franke, who left for Detroit. . . . Statistical clerk Elizabeth Brewer is on her vacation.

20TH CENTURY-FOX—It was happy birthday to Joan Krapkoff, accounting department, on May 28. . . . Larry Brown, formerly Republic salesman in Cincinnati, is the new Brooklyn Long Island salesman. . . . New in the cashier's department is Jeannette Wagman. . . . Mae Stabile, booking department, was accepting birthday congratulations. . . . Empire state branch manager Abe Dickstein is attending the company sales convention on the west coast. . . . The cashier's department's Arline Wolf will be accepting birthday congratulations on June 21. . . . Mike Nuzzola's wife gave birth to a girl on June 3, their second girl. . . . Secretaries Frances Singer and Bess Allen Goldstein are spending their summer together at Long Beach, L. I. . . . Popular exhibitor Irving Renner was seen around the office. . . . June 20 is the day for the annual company boat ride. Exchange and home office workers will board the S.S. Alexander Hamilton for a cruise up the Hudson River to Bear Mountain and boating, sailing, dancing, and lots of fun.

RAMBLIN' 'ROUND—Business agent for Local B-51, Jerry Tomosetti, is getting ready for the convention in Buffalo. . . . Frances High, Monogram, is back from Indiana. . . . George Margolin, president, Continental Motion Pictures, is enjoying a trip in France and Italy. . . . Famous is showing "Here Come The Coeds" and "House Of Seven Gables" on the Skouras Circuit. . . . J. J. Felder is preparing for a combination business-pleasure trip to the west coast. . . . Fred Mayer, in charge of the Booker's Club recent theatre party, expressed his appreciation for the cooperation of the exhibitors and distributors. . . . Bonded's shipper Johnny Hogan, is back after a vacation.

—ARNOLD FARBER

NEWS OF THE

*Territory***Philadelphia
Crosstown**

The Fox held a preview of 20th-Fox's "Half Angel."

The Fox held a preview of 20th-Fox's "As Young As You Feel." . . . Joe Sapsis, manager, Eureka, for the past eight years, returned to the men's clothing business. He is with the Morville Shop at 15th and Walnut Streets, and would like some of the boys in the industry to see him.

Vine Street

Florence Weiner, former head booker-office manager, ELC, is no longer with Tri-State Theatre Service.

The Center, Schicshinny, Pa., and the Strand and Temple, Berwick, Pa., have been taken over by Jerome and Joe Engel.

A mass meeting sponsored by Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., was held at the Broadwood Hotel at which the 85 theatre men present, representing 132 theatres, voted upon the most unpopular film company insofar as current sales policies are concerned. The name of the company will not be divulged until its sales manager is given an opportunity to state his position, and it was voted by those present that this procedure be followed. Jack Greenberg was chairman.

Sydney Heldon, formerly field representative, Allied Independent Theatre Owners of Eastern Pennsylvania, has been taken on as a salesman by Columbia, and is handling the New Jersey territory, formerly covered by Ed Feinblatt.

Sam Diamond, 20th Century - Fox branch manager, is on the coast attending the company's sales convention.

Stanley Kositsky, formerly with ELC, is now with United Artists as a salesman. . . . Ada Norvick, formerly with ELC, is with United Artists doing spe-



Among those present at the recent Washington, D. C., premiere of MGM's "Go For Broke," Loew's Capitol, were, left to right, Major General A. C. McAuliffe, film star Esther Williams, writer-director Robert Pirosh, Major Walter King, and Brigadier General Eugene Harrison.

cial clerical work. . . . Addie Gottshalk, RKO city salesman, rushed down to Virginia when he received word his son had been in an automobile accident, and was hospitalized there.

Max Miller, UA exploiteer, was in Washington on "Fabiola." . . . Lou Finske and Jack Mahan came in from upstate in connection with Paramount Theatres business. . . . Henrietta Weinberg, Republic, returned home from the hospital following the accident in which her mother was killed. . . . Bill Mansell, WB exchange head, was all set to be host to hundreds of exhibitors at the Aldine this week in connection with the trade screening of four features.

(Three exhibitors were startled to learn in EXHIBITOR that their houses had closed, when, actually, their houses were very much in operation. To the managers of those houses, the Grove, Pennsgrove, N. J., the Broadway, Bridgeport, Pa., and the Colonial, Port Norris, N. J., EXHIBITOR extends its sincere apologies for the three-fold error that resulted from a perverse kink in a usually reliable news pipeline. Long since Mark Twain's memorable denial of reports of his demise as "greatly exaggerated," editors have been embarrassed by similar slips that pass in the type. EXHIBITOR's editors shamefully bow their heads, and join their ranks.—Ed.)

Industryites were interested last week in the action of Francis R. Smith, Collector of Internal Revenue, First Dis-



Meyer Adleman, New Jersey Messenger Service, Philadelphia, is seen above with his three handsome young sons, Bob, Eddie, and Stanley, of whom he is justifiably proud.

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AND
MANAGER**

It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

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MEMBER NATIONAL FILM CARRIERS, Inc.

trict, Pennsylvania, notifying dance halls that Section 1700 (e) of the Internal Revenue Code, as amended, relating to the tax on cabarets, roof gardens, etc., imposes a tax equivalent to 20 per cent on all amounts paid for admission, refreshments, service, or merchandise, at any roof garden, cabaret or other similar place furnishing a public performance for profit, by or for any patron or guest who is entitled to be present during any portion of such performance. As the result of a recent court decision, the Commissioner of Internal Revenue has ruled that all dance halls, in which food or refreshments are sold, are "roof gardens, cabarets, or other similar places" within the meaning of section 1700 (e) of the Code. Therefore, effective on July 1, 1951, all dance halls in this district become subject to the tax imposed under Section 1700 (e) of the Code, where food or refreshments are sold in connection with their operations.

Circuits

Stanley-Warner

Jack Brodsky, purchasing agent, moved his wedding plans up to the early part of July.

Angelo D'Alessandro, publicity department office boy for the past seven years, left the company for a job with more future, and all his many friends wish him a lot of luck.

Bill Goldenberg, manager, Grand, Camden, N. J., is in the Wills Eye Hospital for a serious eye operation.

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When Robert Pirosh, writer and director, MGM's "Go For Broke," visited Baltimore, Md., recently, Loew's played host to the film critics. Seen, left to right, seated, are John Godspeed, *The Evening Sun*; Donald Kirkley, *The Morning Sun*; and Pirosh, while, left to right, standing, are Jack Sidney, Loew's publicist; Jack Levin, ad executive; J. G. Smart, city manager, Loew's Theatres; Gilbert Kanour, *The Evening Sun*, and Norman Clark, movie critic of *The News-Post*.

Charles Fayko, publicity artist, announced the graduation of his daughter, Joan, from the Industrial School of Arts.

Edward Klein, the other publicity artist, has been on vacation.

District of Columbia Washington

Nat Glasser, for the past 31 years associated with Warner Theatres, submitted his resignation as Maryland district manager for the Washington zone to join another Washington circuit.

Tribute was paid to the late Carter T. Barron on the floor of the Senate. The Washington Sesquicentennial official, for whom the Rock Creek Park amphitheatre was named, was praised by Senator Russell, Democrat, Georgia, for his public service. Referring to the fact that Barron had been a close friend of the Russell family, the Senator declared Barron had spent many weekends on the Russell farm. Senator Hill, Democrat, Alabama, joined in the tribute.



During his recent visit to Baltimore, Md., for the opening of Warner's "I Was A Communist For The F.B.I.," Stanley, Matt Cvetic met the press, and seen with him are *The News-Post* reporters who covered his visit, columnist Louis Azrael, Donald Kirkley, *The Sun* film critic; Norman Clark, drama critic, *The News-Post*, and K. P. Hammer, head, American Legion's Americanism Committee.

Trade Honors Flax In His 40th Year

WASHINGTON—Exhibitors of the territory were this week preparing to congratulate Jake Flax, branch manager, Republic, on his 40th year in the business.

The veteran industryite started in the industry on June 24, 1912, with the General Film Company.

As a result, many theatremen have started a special drive to honor him on his 40th anniversary, inaugurating the push on June 24, lasting through the "Jimmy Grainger Friendship Drive" of the company, ending on Sept. 29.

One of the real old-timers in the business, and beloved and respected by everyone who knows him, Jake Flax enters his fifth decade in the industry with the good wishes of the entire trade not only in the local territory but throughout the east.

With the cooperation of all exhibitors, the drive honoring him is certain to be a success.

The Carter T. Barron Memorial Clinic at Children's Hospital will loom large in the Variety Club's plans for 1951-52, with \$31,200 already contributed and \$64,600 pledged by the tent. In addition, Tent 11 hopes to maintain its shut-in movies, glaucoma clinic, and contributions to boys clubs, hospitals, and charitable organizations. Last year's charity contributions totaled \$42,301.

RKO—Jack de Waal arrived to audit the branch. . . . Miss Barbara Allen, cashier's clerk, came back from vacation. . . . Donald Bransfield, booker, is home after his recent operation. . . . Local F-13, Film Exchange Employees, had a meeting at the Carlyle Hotel. . . . Miss Helen Paulson, biller, commenced her vacation. . . . Mrs. Lillian Robertson, assistant cashier, celebrated her birthday.

PARAMOUNT—Mrs. Lillian Lee, assistant cashier, is mourning the death of her father. . . . George Kelly, salesman, went to his home in Philadelphia on his vacation. . . . Mrs. Josephine Evans, switchboard operator, returned from her vacation. . . . Mrs. Catherine Gallerizzo, booker's clerk, resigned to await the arrival of the stork.

THEATRE ADVERTISING—Ben Siegel was badly frightened when lightning hit his television antenna.

MGM—Maurice Wolf, public relations, completed his speaking tour. . . . Joe Kroman tied for first place in the Indian Springs Golf Tournament. . . . Kathleen Thorne, cashier's department, celebrated her birthday.

20TH-FOX — Mrs. Wilma Harbison, switchboard operator, resigned. . . . Mrs. Esther McFadden, cashier's department, resigned. . . . Virginia McDonald is the new switchboard operator.

EQUITY—Miss Rita Goldberg resigned to go with the National Defense Agency. . . . Miss Shirley Shor is a new employee.

REPUBLIC—Claire Cunningham, cashier, went down on a vacation to see her son graduate at Bristol, Tenn. . . . Jake Flax, branch manager, went to Norfolk. . . . Mrs. Gladys Jackson, inspectress, returned from being out for a spell. . . . Mrs. Edna McDonald, inspectress, resigned.

WARNERS—Mrs. Elaine Farmer, stenographer, was leaving for Spartanburg, S. C. to join her husband. . . . Mr. and Mrs. W. R. Risdon celebrated their wedding anniversary. . . . Miss Sadie Bowles, booker, went to Caledonia Park, Pa.

UNITED ARTISTS—Miss Doris Jowett, booker, returned from her vacation. . . . Earle Sweigert, branch manager, spent the weekend in Charlotte. . . . Miss Ann Roger, stenographer, is now working here.

MONOGRAM—Mrs. Ann Hanower cashier, has a sister, Mrs. Blanche Deutsch, visiting her. . . . Miss Judy Glickman, biller, is back from New York City making plans for her marriage.

NATIONAL SCREEN SERVICE—The offices were practically flooded out of operation from the cloudburst.

SANDY—The company moved into new quarters at 1013 New Jersey Ave., NW. The new official home is not only much larger but, because of its knotty pine, gives the immediate impression of serenity and dignity.

VALLEY ENTERPRISES—Miss Hope Carrell, receptionist, went to her home at McConnellsburg, Pa.

KAY—Joe Di Maio had a chance to exhibit his new club coupe.

U-I—Mrs. Myrtle Freese went to American University to see her son, Lawrence, graduate with top honors. . . . Marshall Williams, custodian, is back from vacation.

COLUMBIA — Miss Patricia Barnes, bookkeeping department, left on her vacation. . . . Mrs. Argentina Leuarieillo, biller, resigned to go to New York. Her husband has just been assigned to an internship in a hospital. . . . Josephine Young, inspectress, returned from her vacation.

WARNER THEATRES—Frank LaFalce, director of publicity, is going on his vacation. . . . George Crouch, Frank La Falce, and Fred MacGowan went to the Maryland managers' meeting.

David Poland, U-I, was busy making his exploitation plans for the opening of "Hollywood Story," Keith's.

At the Trans-Lux, Vincent Iorio and Max Miller were occupied making preliminary exploitation plans for the premiere of "Fabiola."

Delaware Wilmington

Mel Geller and Sam Taustin, Brandywine Drive-In, scored with opening their new "Kiddie Towne" adjacent to the theatre. Only children's amusement park in Delaware, it enjoys Sunday operation denied the drive-in by not being in an incorporated community.



Lou Formato, Philadelphia branch manager, MGM, recently presented to members of the Pennsylvania armed forces a print of "Go For Broke," Goldman, Philadelphia. Seen, left to right, are Major Lucas, commanding officer, Philadelphia Recruiting Office; Formato, Colonel Sottong, chief, Philadelphia Military District, and Colonel Sheard, commanding officer, Pa. Recruiting District.

The Pleasant Hill Drive-In has a free kiddies' play area with train rides, merry-go-round, swings, and slides, with no charge at any time.

Sylvan Shaivitz, manager, Crest, Woodcrest, was in a party of five who went fishing at Wachapreague, Va. . . . Mr. and Mrs. John Koczak, Earle, New Castle, were cooperating in the celebration of the town's tercentenary. . . . John O. Hopkins adopted a policy of stage shows Friday, Saturday, and Sunday at the new Hopkins, and used acts from Broadway musical shows. Organ music at the new Hopkins drew much favorable comment. . . . Although Loew's Aldine has the largest seating capacity of any theatre in Delaware, the stage appearance of Harvey C. ("Mr. Goodwill") Smith, program director, WDEL, was a complete sellout.

—HENRY L. SHOLLY

Maryland Baltimore

Washington used to see quite a bit of a pair of dapper brothers, Ben and Morris Oletsky, now successful operators in the Oriole City. Ben was one of the top Monogram salesmen, and is now with



Joyce O'Hara, acting president, Motion Picture Association; U. S. Senator Charles W. Tobey; Dr. John Steelman, assistant to President Truman, and Louis Nichols, assistant director, F.B.I., are pictured recently at a special Washington, D. C., preview of Columbia's Louis deRochemont short, "A Day With The F.B.I.," a special documentary subject.

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) June 15, 11, "Kind Lady" (Ethel Barrymore, Maurice Evans, Angela Lansbury).

WARNERS (230 North 13th) June 20, 2.30, "Fort Worth" (Randolph Scott, Phyllis Thaxter, David Brian) (Technicolor).

his brother, Morris, in the operation of the Victory. When this correspondent spoke to Ben the other evening the lad was having a bit of laryngitis. Morris is also very successful in his operation with brother-in-law Morton Rosen. They have the Windsor and Walbrook, too.

Moe Roll, one of the East Baltimore lads of many years ago, is now managing, and has been for some years, the Monroe, for brother-in-law Joe Walderman, also one of the East Baltimore lads.

Young Benson Roll, now 13, will be confirmed on July 28 at the Beth Tifloth Synagogue. . . . Not too long ago, confirmation was also made by young Howard Walderman, son of Mr. and Mrs. Joe Walderman. Dad is a weekly visitor to the Washington Film Row. He operates, in addition to the Monroe, the Lyceum, Sparrows Point, which has as its manager, Fred Perry, and the Park, with Bill Charlow.

Recently lost to the theatre colony was Thomas O'Hare, who did the relief at the Monroe in the projection room. . . . Planning a few fishing trips down to the Eastern Shore area is Milt Schwaber, Met and Schwaber interests.

—C. S.

Leonardtwn

Jack Fruchtman, treasurer, St. Mary's Theatres, Inc., announced that the first drive-in in St. Mary's County will be erected on Three Notch State Road in

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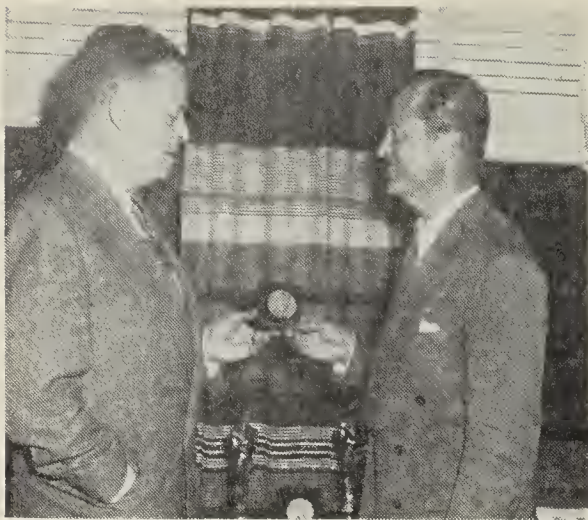
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Louis de Rochemont, producer, Columbia's forthcoming, "The Whistle At Eaton Falls," in New York recently received the Parent's magazine Award of Special Merit from editor Philip Wilcox.

the Lexington Park area. Bulldozers are already clearing the land and it is hoped that the spot will be ready in about six to eight weeks. Associated with Fruchtmann in the venture are Meverell Dean, Hollywood, and Bob Wigginton, Leonardtown. The spot will accommodate approximately 400 cars. . . . Philip E. Gray, Lexington Park, who is building the second theatre there, announced he has leased it to Fred W. Biersdorf, Washington, D.C., and that it is scheduled for an August 1 opening.

New Jersey Port Norris

The Colonial, erroneously included on a list of closed area houses, is still in operation.

Trenton

All games of chance that call for no skill on the part of the player were declared illegal in the state by order of Attorney General Theodore Parsons. This includes "Bingo" and other like games. Parsons specifically said that games of chance at seashore resorts were to be banned. He refused to comment on "Bingo" games played at churches and private affairs.

We Need Managers

A Progressive Independent Circuit operating in the Eastern Pennsylvania territory needs a few good managers, men who can deliver the goods, and who will be well paid for their efforts. Our vacancies are spots where the proper exploitation and management ideas can show results. If you feel that you can meet this challenge, write

BOX 91

EXHIBITOR, 246-48 N. Clarion St., Phila. 7, Pa.

Pennsylvania Hatboro

"Hatboro Night," a free performance at the 309 Drive-In, sponsored jointly by the management and the Hatboro Chamber of Commerce, is still paying dividends in patronage and goodwill. In addition to the free show, the driver of each car was given a gallon of gas, all the kiddies got lollipops, and the first 300 ladies received roses. Prizes were offered to the longest-married couple, the driver of the oldest car, the car with the most children under 12, the youngest baby boy and girl, the most recently-married couple, and the driver with the most mileage on his speedometer. Those prizes, plus valuable door prizes, were promoted from Hatboro merchants. Certainly one of the most elaborate theatre giveaways in the area's history, "Hatboro Night" drew a wealth of praise from patrons and business men. Only residents of Hatboro were admitted free through tickets distributed by the Hatboro merchants. Other patrons paid the regular admissions, and business actually was up during the night of the show.

Pottsville

In a bid to annex as regular patrons the professional people of the area, the Pottsville Drive-In sent letters to more than 80 physicians, giving them a "code number," whereby they could be paged anonymously when attending. This was followed by a novel "prescription form" from the office of Charlie Poorman, M.D. (Manager, Drive-In) advising them to "take the treatment" for mental and physical relaxation by visiting the ozoner. Psychology of the approach is that doctors are potential patronage builders through many people they contact each day.

An attraction not on the regular program was booked at the Pottsville Drive-In, a big white seagull, not at all shy, living on handouts of hot dogs, popcorn, and candy thrown to it by moviegoers. Seagulls are rarely seen so far inland.

Reading

Municipal revenue from the city amusement tax dropped sharply this year, City Treasurer John L. Hoch announced. Receipts from the 10 per cent amusement tax for the first five months of this year total \$61,876, compared with \$84,607 for the same period last year. The 1951 municipal budget estimated the amusement tax for the year at \$150,000. In May, the city received \$10,272 in amusement taxes. This compares with \$15,539 in May of last year. Hoch pointed out that the greatest decline was in the tax on theatre admissions. For the first five months of 1951, the admissions tax from theatres totaled \$48,793 in comparison with \$67,336 for the same period in 1950.

Virginia Richmond

Final plans for the summer meeting of the Virginia MPTA have been completed, according to Carlton Duffus, executive secretary. The meetings will be held in the Jefferson Hotel on June 18 and 19,



Al Plough, manager, S-W Stanton, Philadelphia, poses with Mrs. Norma B. Carson, center, chief, women's division, Philadelphia police, and several members of her staff as they attended the recent opening of Columbia's drama "M."

with other events on June 20. Guest speakers include Arthur Mayer, executive vice-president COMPO, who will speak on his organization; Edith Lindeman, amusement editor, The Times-Dispatch; George Murphy, MGM star; Max Youngstein, United Artists; Abram Myers, Allied States Association, and Martin Bennett, RCA eastern division sales manager. Also on the agenda are reports by President W. F. Crockett and counsel Robert T. Barton, a closed meeting on film practices, drive-in discussion, business meeting for election of board and officers, and a sightseeing tour for wives of exhibitors. A cocktail party will be sponsored by Frank Wolfe, Jr. The group will see a screening of "Showboat" at the Westover. The Westover and all drive-ins in the vicinity will be open for tours. Equipment and concession booths will be open during the three days on the hotel mezzanine. A dinner-dance will also be a highlight.

Variety Club Tent 13, Philadelphia

A general membership meeting will be held at the clubrooms on June 18. Dinner will be served. A full report on the recent Variety Clubs International convention, to which the local tent was host, will be given. A kinescope of the Ken Murray TV show televised from the hotel during the convention and newsreel shots of the affair will be shown, and there will be special entertainment through the courtesy of Bob Adleman.



In a recent tieup with a laundry diaper service for MGM's "Father's Little Dividend," Loew's Colonial, Reading, Pa., had motor trucks bannered with ad. copy.

Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvorak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—86m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).

TO BE REVIEWED OR IN PRODUCTION

DISC JOCKEY—Tom Drake, Jane Nigh, Ginny Simms.
DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinecolor).
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor)—(AA20).

Astor

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
 (1950-51 releases from 301 up)

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).

BORN YESTERDAY—C—Judy Holliday, William Holden, Broderick Crawford—Highly entertaining adult comedy—103m.—see Nov. 22 issue—Leg.: B—(344).

BRAVE BULLS, THE—D—Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).

CHINA CORSAIR—ACD—Jon Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).

COUNTERSPY MEETS SCOTLAND YARD—MD—Howard St. John, Amanda Blake, Ron Randall—Okeh program for the lower half—67m.—see Nov. 22 issue—(307).

EMERGENCY WEDDING—C—Larry Parks, Barbara Hale, Willard Parker—Pleasing comedy—78m.—see Nov. 22 issue—Leg.: B—(332).

FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue—(316).

FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).

FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).

FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).

FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).

GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).

GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).

HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).

KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(338).

KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).

LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).

LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).

"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).

MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).

OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).

PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).

PYGMY ISLAND—MD—Johnny Weissmuller, Ann Savage, David Bruce—Routine series offering for the lower half—69m.—see Nov. 22 issue—(342).

REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).

RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).

SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—87½m.—see May 9 issue—(Technicolor)—(330).

SIROCCO—MD—Humphrey Bogart, Marta Toren, Lee S. Cobb—Bogart will make the difference—98m.—see June 6 issue.

SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).

SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).

STAGE TO TUCSON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).

TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—66m.—see Mar. 14 issue—(352).

TEXAS RANGERS, THE—W—George Montgomery, Gale Storm, Jerome Courtland—Good western—68m.—see June 6 issue—(Supercinecolor)—(325).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
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JUNE 13, 1951

TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).

VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).

WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinecolor)—(339).

WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).

YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).

BONANZA TOWN—Charles Starrett, Smiley Burnette—(367).

BOOTS MALONE—William Holden, Johnny Stewart, Stanley Clements.

BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick.

CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.

CYCLONE FURY—Charles Starrett, Smiley Burnette.

DARK PAGE—Broderick Crawford, John Derek, Donna Reed.

FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.

HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.

HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.

HURRICANE ISLAND—Jon Hall, Marie Windsor, Romo Vincent—(Supercinecolor).

JUNGLE MANHUNT—Johnny Weissmuller, Angela Greene, Jean Williams.

KID FROM AMARILLO, THE—Charles Starrett, Smiley Burnette.

LEFTY FARRELL—Elizabeth Scott, Terry Moore, Alexander Knox.

MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).

MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).

MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor).

MOB, THE—Broderick Crawford, Betty Buehler, Otto Hulett.

NEVER TRUST A GAMBLER—Dane Clark, Cathy O'Donnell, Tom Drake.

OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.

PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.

PURPLE HEART DIARY—Frances Langford, Judd Holdren, Tony Romano.

SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).

SILVER CANYON—Gene Autry, Gail Davis, Pat Buttram.

SMALL WONDER—Robert Cummings, Barbara Hale, Jeff Donnell.

SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.

SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).

TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).

VALLEY OF FIRE—Gene Autry, Pat Buttram.

WAR CRY—George Montgomery, Audrey Long, Howard St. John.

WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.

SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).

DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).

FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).

KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—73m.—see June 20 issue—(5007).

LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marie Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).

MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).

PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).

ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).

SAVAGE DRUMS—ACD—Sabu, Lita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).

STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).

STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).

3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).

TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

Abbreviations following titles indicate type of picture.

ACD—Action drama

AD—Adventure drama

ACMU—Action musical

ADMD—Adult melodrama

BID—Biographical drama

BIDMU—Biographical drama with music

C—Comedy

CAR—Cartoon feature

CD—Comedy drama

CDMU—Comedy drama musical

CFAN—Comedy fantasy

CFANMU—Comedy fantasy musical

CMD—Comedy melodrama

CMU—Comedy musical

COMP—Compilation

COSMD—Costume melodrama

D—Drama

DFAN—Drama fantasy

DMU—Dramatic musical

DOC—Documentary

DOCD—Documentary drama

DOCMD—Documentary melodrama

ED—Educational feature

F—Farce

FAN—Fantasy

FANMU—Fantasy musical

FMD—Factual melodrama

FMU—Farce musical

HISD—Historical drama

MDMU—Melodrama musical

MD—Melodrama

MUC—Musical comedy

MUCD—Musical comedy drama

MU—Musical

MUSAT—Musical satire

MUW—Musical western

MY—Mystery

MYC—Mystery comedy

MYCM—Mystery comedy musical

MYD—Mystery drama

MYMD—Mystery melodrama

MYMU—Mystery musical

MYW—Mystery western

NOV—Novelty

OPC—Operatic comedy

OPD—Operatic drama

OD—Outdoor drama

OMD—Outdoor melodrama

PD—Psychological drama

ROMC—Romantic comedy

ROMCMU—Romantic comedy musical

ROMD—Romantic drama

ROMDMU—Romantic drama musical

SAT—Satire

SCD—Sex comedy drama

TRAV—Travelogue

W—Western

WC—Western comedy

WCMU—Western comedy musical

WD—Western drama

WMD—Western melodrama

WMDMU—Western melodrama musical

WMU—Western musical

TO BE REVIEWED OR IN PRODUCTION

G.I. JANE—Jean Porter, Tom Neal, Iris Adrian—(5012).
 LEAVE IT TO THE MARINES—Sid Melton, Mara Lynn, Fritz Feld—(5005).
 LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler—(5004).
 SKY HIGH—Sid Melton, Mara Lynn, Judy Fortier—(5024).
 VARIETIES ON PARADE—Jimmy Mulchay, Mildred Mulchay, Paul Gordon—(5020).
 YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore—(5019).

Metro

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(118).
 EXCUSE MY DUST—CMU—Red Skelton, Sally Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
 FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
 GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue—(129).
 GREAT CARUSO, THE—DMU—Mario Lanza, Ann Blyth, Jormila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
 GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).
 HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alon Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
 INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
 KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—113m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).
 MAGNIFICENT YANKEE, THE—BID—Louis Calhern, Ann Harding, Eduard Franz—High rating—88m.—see Nov. 22 issue—(116).
 METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
 MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor).
 NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
 NO QUESTIONS ASKED—MD—Borrry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—(132).
 PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
 PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
 ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
 SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).
 TERESA—D—Pier Angeli, John Ericson, Patricia Collinge—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy).
 THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
 VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).
 WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).
 AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).
 ANGEL AND THE PIRATES, THE—Paul Douglas, Janet Leigh, Jonathan Cott.
 BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.
 BEHIND THE LAW—Walter Pidgeon, Ann Harding, Lewis Stone.
 BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
 CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel.
 CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—79m.—(Made in England).
 IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Fredric March, William Powell.
 KIND LADY—Ethel Barrymore, Maurice Evans, Angela Lansbury—(134).
 LAW AND THE LADY, THE—Greer Gorson, Michael Wilding, Marjorie Main—(136).
 LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).
 LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
 LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
 MAN WITH THE CLOAK—Joseph Cotten, Barbara Stanwyck, Louis Calhern.

NORTH COUNTRY, THE—Stewart Granger, Wendell Corey—(Anscocolor).
 PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).
 PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.
 PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
 QUO VADIS—Robert Taylor, Deborah Kerr, Lee Gann—(Technicolor)—(Made in Italy).
 RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
 RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dane—(121).
 RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).
 SHOWBOAT—Kathryn Grayson, Howard Keel, Ava Gardner, Joe E. Brown—(Technicolor)—(135).
 STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Milford Mitchell—108m.—(131).
 STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
 TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
 TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
 THEY ALL SING—Maria Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
 TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.
 WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
 ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
 BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
 BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
 CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).
 CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
 COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
 FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
 FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).
 GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
 GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
 JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
 LION HUNTERS, THE—AD—Johnny Sheffield, Morris Anrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).
 MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).
 NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
 OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).
 OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
 OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).
 RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).
 SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
 VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).

TO BE REVIEWED OR IN PRODUCTION

BLAZING BULLETS—Johnny Mack Brown, Lois Hall, Myron Healey—(5142).
 CASA MANANA—Robert Clarke, Virginia Welles, Carol Brewster—(5116).
 CAVALRY SCOUT—Rod Cameron, Jim Davis, Audrey Long—(Cinecolor)—(5101).
 FLIGHT TO MARS—Marguerite Chapman, John Little, Richard Gaines—(Cinecolor).
 LET'S GO NAVY—Leo Gorcey, Huntz Hall, Chorlita.
 MONTANA DESPERADO—Johnny Mack Brown—(5143).
 NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).
 OKLAHOMA JUSTICE—Johnny Mack Brown, James Ellison, Phyllis Coates.

STAGECOACH DRIVER—Whip Wilson, Fuzzy Knight, Gloria Winters.
 YUKON MANHUNT—Kirby Grant, Gail Davls, Chlnock—(5123).

Paramount

(1950-51 releases from 5001 up)

ACE IN THE HOLE—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
 APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—90m.—see Apr. 25 issue—(5019).
 AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
 BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
 CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
 DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
 DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
 GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
 GREAT MISSOURI RAID, THE—WD—Wendell Corey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
 LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—87m.—see Apr. 25 issue—(Technicolor)—(5020).
 LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
 LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
 MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
 MOLLY—see Goldbergs, The.
 MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
 PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
 QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
 REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
 SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
 THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
 TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).
 WARPAT—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor).
 DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Mona Freeman.
 DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
 GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
 HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
 HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor).
 MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn—(5024).
 PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
 RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
 RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
 SILVER CITY—Yvonne DeCarlo, Edmond O'Brien, Barry Fitzgerald—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.
 SUBMARINE COMMAND—William Holden, Nancy Olson, William Bendix.

WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1950-51 releases from 101 up)

BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast-moving outdoor shaw—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).
BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).
CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).
COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—83m.—see Jan. 3 issue—(109).
CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—63m.—see Jan. 3 issue—(112).
EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).
FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B—(116).
GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue—(120).
HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Forrest, Carleton Young—Interesting drama has the angles for selling—76m.—see June 6 issue—(119).
HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshaw has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—66m.—see May 9 issue—(Technicolor)—(177).
KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue—(173).
LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).
LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).
MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—70m.—see Mar. 28 issue—(114).
PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's shaw—90m.—see Feb. 28 issue—Leg.: B—(171).
RIO GRANDE PATROL—W—Tim Holt, Jane Nigh, Richard Martin—Below average for the series—60m.—see Nov. 22 issue—(108).
SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor shaw—60m.—see Mar. 28 issue—(117).
SEALED CARGO—MD—Dana Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).
TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
THEY GOT ME COVERED—F—Bop Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue—(352).
THING FROM ANOTHER WORLD, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly-interesting, well-made exploitation entry—86m.—see Apr. 11 issue—(174).
TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).
UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor)—(452).
VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling 84m.—see Dec. 6 issue—Leg.: B—(167).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).
ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.
CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
DARK HIGHWAY—Robert Ryan, Ida Lupino, Ward Bond.
FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).

HALF-BREED, THE—Robert Young, Janis Carter, Jack Buetel—(Technicolor).
HAPPY GO LOVELY—David Niven, Vera Ellen, Cesar Romero—(Technicolor)—(English-made).
HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.
HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
LILI MARLENE—Lisa Daimely—(English-made).
MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).
NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.
RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).
BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).
CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military shaw has plenty of selling angles—86m.—see May 9 issue—(5010).
HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).
INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
JUNGLE STAMPEDE—DOC—George Breakston, Yarker Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Ray Barcroft—Above average open alrer—60m.—see Dec. 6 issue—(4574).
NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
NORTH OF THE GREAT DIVIDE—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Nov. 22 issue—(Trucolor)—(4944).
OH! SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor shaw will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).
PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—Far the lower half—60m.—see Sept. 27 issue—(4929).
REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
RUSTLERS ON HORSEBACK—W—Allan "Rocky" Lane, Eddy Waller, Claudia Barrett—Above average series entry—60m.—see Nov. 22 issue—(4968).
SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).
TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).
TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).
UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—47m.—see Dec. 6 issue—(4954).

WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

DAKOTA KID, THE—Michael Chapin, Eilene Janssen—60m.
FLIGHT FROM FURY—Penny Edwards, Robert Clarke, Ross Ford.
FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kay, Chubby Johnson.
FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Ciannelli—Leg.: B—(Made in Italy)—(5011).
HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
HONEYCHILE—Judy Canava, Eddy Foy, Jr., Alan Hale, Jr.
LADY POSSESSED, A—James Mason, June Havac, Pamela Kellino.
LOST PLANET AIRMEN—Tristram Coffin, Mae Clark, Don Haggerty—(Reedited from serial, "King of the Rocket Men").
NEW ORLEANS ADVENTURE—Errol Flynn, Micheline Priele, Vincent Prince, Agnes Moorehead.
PAIS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez.
RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
SEA HORNET, THE—Rod Cameron, Adele Mara, Jim Davis.
SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.
SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.
WINGS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up)

(1951 releases from 101 up)

AMERICAN GUERRILLA IN THE PHILIPPINES—ACD—Tyronne Power, Micheline Priele, Tom Ewell—Picturization of war back should ride into the better money—105m.—see Nov. 22 issue—(Technicolor)—(032).
AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see June 20 issue—(Reissue)—(Technicolor)—(056).
CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).
FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Joan Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).
HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).
HOUSE ON TELEGRAPH HILL, THE—D—Richard Basehart, Valentina Cortes, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
I CAN GET IT FOR YOU WHOLESAL—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).
I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).
JESSE JAMES—OD—Tyronne Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see June 20 issue—(Reissue)—(Technicolor)—(057).
KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).
KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see June 20 issue—(Reissue)—(Technicolor)—(150).
LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).
MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Reissue)—(Technicolor)—(152).
OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature far art and specialty spots—85m.—see Dec. 6 issue—(137).
ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(115).
RAWHIDE—WMD—Tyronne Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).

RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see June 20 issue—(Reissue)—(Technicolor)—(058).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Reissue)—(Technicolor)—(043).

SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercinecolor)—(106).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzi Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Reissue)—(Technicolor)—(151).

13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).

U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).

YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

A WAC IN HIS LIFE—William Lundigan, Jeanne Crain, Marilyn Monroe.

ANNE OF THE INDIES—Louis Jourdan, Debra Paget, James Justice—(Technicolor).

CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy Mel Ferrer.

DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).

DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.

DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).

DESERT FOX, THE—James Mason, Desmond Young, Jessica Tandy.

LET'S MAKE IT LEGAL—Claudette Colbert, Macdonald Carey, Zachary Scott.

DR. PRAETORIUS STORY, THE—Cary Grant, Joanne Dru, Hugh Marlowe.

FRIENDLY ISLAND—William Lundigan, Gloria DeHaven, Jane Greer—96m.—(Technicolor).

GOLDEN GIRL, THE—Dennis Day, Mitzi Gaynor, Dale Robertson—(Technicolor).

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).

MEN OF TWO WORLDS—Tyrone Power, Constance Smith—(Made in England)—(Technicolor).

MILLIONAIRE FOR CHRISTY, A—Fred MacMurray, Eleanor Parker, Richard Carlson.

MR. BELVEDERE RINGS THE BELL—Clifton Webb, Joanne Dru—(124).

NO HIGHWAY IN THE SKY—James Stewart, Glynis Johns, Marlene Dietrich—(Made in England)—(121).

SECRET OF CONVICT LAKE, THE—Glenn Ford, Gene Tierney, Zachary Scott, Ethel Barrymore—(123).

SKID ROW—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Tarrell—Routine western—56m.—see June 6 issue—(ELC).

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(ELC).

BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(ELC).

CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue—(ELC).

CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(ELC).

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).

FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).

FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).

GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(ELC).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(ELC).

LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—86m.—see Mar. 14 issue—(English-made)—(ELC).

MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).

MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).

MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(ELC).

MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(ELC).

MY OUTLAW BROTHER—see My Brother The Outlaw—(ELC).

NAUGHTY ARLETTE—D—Mai Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spots—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).

NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(Neame).

ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnar Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(ELC).

PAPER GALLOWES—MD—Dermot Walsh, Rona Anderson, John Bentley—Average import for the lower half—68m.—see Nov. 22 issue—(English-made)—(ELC).

PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(ELC).

PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).

QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).

ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Elyse Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(ELC).

SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspey).

SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor)—(ELC).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(ELC).

SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).

SKIPALONG ROSENBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(ELC).

SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—92m.—see Dec. 6 issue—(Stillman).

ST. BENNY THE DIP—CD—Dick Hoymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(ELC).

TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(ELC).

THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made)—(ELC).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wilder).

TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(ELC).

TRY AND GET ME—see Sound Of Fury.

TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(ELC).

WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue—(ELC).

WICKED CITY, THE—MD—Marla Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(ELC).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emlyn Williams—(English-made)—(Angel).

BIG NIGHT, THE—John Barrymore, Jr., Preston Foster, Babel Smaney—(Waxman).

CAIRO ROAD—Eric Portman—(English-made)—(ELC).

CLOUDBURST—Robert Preston, Elizabeth Sellars, Harold Lang—(ELC).

FOUR IN A JEEP—Viveca Lindfors, Ralph Meeker, Yoseph Yadin—(Made in Austria).

HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney—(ELC).

MISTER DRAKE'S DUCK—Douglas Fairbanks, Jr., Yolande Donlan—(English-made)—(Angel).

OBSESSED—David Ferrar, Geraldine Fitzgerald—(ELC).

PARDON MY FRENCH—Merle Oberon, Paul Henreid—(ELC).

TWO GALS AND A GUY—Janis Page, Robert Alda—(ELC).

VOLCANO—Anna Magnani, Geraldine Brooks—110m.—Leg.: B—(Italian-made)—(ELC).

WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France)—(ELC).

Universal-International

1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).

AIR CADET—ACD—Stephen McNally, Gall Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).

APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).

BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor)—(119).

FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the duallers—77m.—see Apr. 11 issue—(120).

FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).

GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).

HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).

HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).

HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).

KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).

KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).

LITTLE BALLERINA—DMU—Yvonne Marsh, Marion Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).

MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).

MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).

MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).

OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(English-made)—(113).

PRELUDE TO FAME—D—Guy Rolfe, Kathleen Byron, Kathleen Ryan—Interesting import for the art and specialty spots—84½m.—see Nov. 22 issue—(English-made).

PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).

SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).

SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).

TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—(Two-story feature comprising "Fargo Phantom" and "Coyote Canyon")—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).

TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—(Two-story feature comprising "Rustlers' Ransom" and "Gold Strike")—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).

TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).

TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).

TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).

UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).

UP FRONT—C—David Wayne, Tom Ewell, Marina Bertl—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).

TO BE REVIEWED OR IN PRODUCTION

BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.

BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).

CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).

CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).

DOOR, THE—Charles Laughton, Boris Karloff, Solly Forrest.

FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.

FLAME OF ARABY—Maureen O'Hara, Jeff Chandler, Maxwell Reed—(Technicolor).

GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).

IRON MAN—Stephen McNally, Jeff Chandler, Evelyn Keyes.

LADY FROM TEXAS, THE—Howard Duff, Mona Freeman, Josephine Hull.

LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.

LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
MARK OF THE RENEGADE—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—(Technicolor).
ONE NEVER KNOWS—Dick Powell, Peggy Dow, Charles Drake.
POOL OF LONDON—Bonar Colleano, Renee Asherson, Moira Lister (English-made).
RAGING TIDE, THE—Shelley Winters, Richard Conte, Stephen McNally.
REUNION IN RENO—Mark Stevens, Peggy Dow, Gigi Perreau.

Warners

(1950-51 releases from 001 up)

ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).
DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCossia—Good melodrama—87m.—see Jan. 31 issue—(015).
FORT WORTH—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(028).
GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).
HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).
INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).
LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).
LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).
ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).
OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grosses—109m.—see Jan. 17 issue—Leg.: B—(013).
RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).
ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).
STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).
SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).
VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).
WEST POINT STORY, THE—MUCD—James Cagney, Virginia Mayo, Doris Day—Pleasing entertainment has the angles for the selling—107m.—see Nov. 22 issue—(009).

TO BE REVIEWED OR IN PRODUCTION

AS TIME GOES BY—Gene Tierney, Ray Milland, Fay Bainter.
BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe—(Technicolor).
CAPTAIN HORATIO HORNBLOWER—Gregory Peck, Virginia Mayo, Ingeborg Wells—(Made in England)—(Technicolor).
COME FILL THE CUP—James Cagney, Phyllis Thaxter, Raymond Massey.
DAWN IS OURS, THE—William Holden, Nancy Olson, Frank Lovejoy.
DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—(Technicolor).
GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).
HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.
JIM THORPE, ALL AMERICAN—Burt Lancaster, Charles Blekford, Phyllis Thaxter.
NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malane.
ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor).
POLITICIAN, THE—Joseph Cotten, Patricia Neal.
STARLIFT—Virginia Mayo, Doris Day, Gordon MacRae.
STREETCAR NAMED DESIRE, A—Vivien Leigh, Marlon Brando, Kim Hunter.
STRANGERS ON A TRAIN—Farley Granger, Ruth Raman, Roland Walker—Leg.: B—(027).
TANKS ARE COMING, THE—Steve Cochran, Philip Carey, Eve Miller.
TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).
DALTONS' WOMEN, THE—W—Tam Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).
HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(Color)—(World Travel).

HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).
INTERNATIONAL BURLESQUE—SCMU—Betty Rowland, Vince Barnett, Inez Claire—Girlie show has the exploitation angles—80m.—see Nov. 22 issue—(Jewel).
KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).
MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).
SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Florea).

Foreign-Made

(Distributors' addresses will be furnished on request).
ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).
APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).
AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
BLUE ANGEL, THE—SCD—Marlene Dietrich, Emil Jannings, Kurt Gerron—Revised import has the angles—97m.—see Dec. 20 issue—Leg.: C—(German-made)—(English titles)—(Classic).
BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolare).
CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).
CHRISTINA—HISD—Petra Peters, Wolfgang Lukschy, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).
CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).
DANCE OF LIFE—FANMU—Valerie Bettis, Letita Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).
DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
DOCTOR BEWARE—CD—Vittoria DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses 92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).
DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).
EDGE OF THE WORLD, THE—MD—John Laurie, Bell Chrystall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa Color)—(Rembrandt).
EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).
FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).
FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejean, Robert Arrouz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Tapnotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).
HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English).
HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harisson, Jane Hylan—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).
HIDDEN RIVER—D—Maria Felix, Fernanda Isunza, Carlos Motezuma—Well made art entry—98m.—see Dec. 20 issue—(Mexican-made)—(English titles)—(Clasamohme).
HORSEMEN, THE—OD—Sergei Cur, T. Gridav, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).
HUE AND CRY—MYC—Alastair Sim, Jack Warner, Valerie White—Amusing import—82m.—see Dec. 20 issue—(English-made)—(Fine Arts).
INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).
IT'S HARD TO BE GOOD—C—Jimmy Hanley, Anne Crawford, Raymond Huntley—Pleasing comedy is strictly for the art houses—87m.—see Jan. 3 issue—(English-made)—(Pentagon).
JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Jayce Haward—Fair import—see Jan. 31 issue—(English-made)—(Regal).

JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).
KRAKATIT—DFAN—Karek Hoger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).
LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).
LIEUTENANT CRAIG—MISSING—MD—Enrico Viariso, Delia Scala, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).
MAN CONQUERS NATURE—DOC—Documentary of Soviet reforestation program—Okeh documentary is strictly for the Russian houses—55m.—see Jan. 3 issue—(Russian-made)—(English narration)—(Artkino).
MANON—ROMD—Cecile Aubrey, Michel Auclair, Serge Reggiani—Highly interesting import for the art houses—91m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Discina).
MINNE—CD—Daniele Delarme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).
MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).
NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).
NO PLACE FOR JENNIFER—D—Leo Genn, Bea Campbell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg.: B—(English-made)—(Stratford).
OH, AMELIA—SC—Danielle Darrieux, Jean Desully, Andre Bervil—Comedy should appeal to the art houses—86m.—see Jan. 3 issue—Leg.: C—(French-made)—(English titles)—(Lux).
OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernande Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).
RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvilya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).
SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).
SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(Bell).
SONG OF MY HEART—OPC—Guiseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).
SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).
SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).
TALES OF HOFFMANN, THE—OP—Moira Shearer, Leonide Massine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).
TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
TREASURED EARTH—D—Adam Szirtes, Agi Meszaros, Arpad Lehotay—Import has limited appeal—100m.—see Jan. 3 issue—(Made in Hungary)—(English titles)—(Artkino).
TREASURE, THE—F—Danuta Szafarska, Jerzy Duszynski, Adolph Dymyszka—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).
UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).
VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
WAYS OF LOVE—D—Sylvia Bataille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).
WEINER BLUT—MUC—Willy Ritsch, Maria Hoist, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).
WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).
YOUNG GUARD—D—Vladimir Ivanov, Tamara Marakova, Irene Marakova—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)	G	16m.	3087
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	3072
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Champ	B	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
3436	(June 14)	Phony Cronies	F	16m.	3087
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15sep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15sep.	3012
3160	(May 31)	Roar Of The Iron Horse	G	15sep.	3087
SPECIAL (Technicolor)					
(.....)		A Day With The FBI	E	19m.	
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 3)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife	G	16m.	3087
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
3555	(June 14)	Candid Microphone—No. 5	G	10m.	3080
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Apr. 12)	Havana Madrid	G	10m.	3074
3654	(June 28)	New York After Midnight		10m.	
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love	F	7 1/2m.	3087
3610	(June 21)	Air Hostess	F	8m.	3087
3611	(.....)	The Egg Hunt	F	7m.	3087
FILM NOVELTIES (8)					
3901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3) (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	29998
3503	(June 28)	Family Circus			
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	3074
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Plano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	3074
3858	(May 17)	Hollywood Awards		9 1/2m.	
3859	(June 21)	Hollywood Pie Throwers		9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Apr. 12)	Quebec Sports Holiday	F	8 1/2m.	3075
3807	(Apr. 26)	Mr. Tennis	G	9m.	3088
3808	(May 31)	Future Major Leaguers			
3809	(June 28)	Sunshine Sports			
MGM One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
(.....)		The Bodyguard			
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks	F	8m.	3080
P-216	(.....)	Romantic Riviera (Traveltalk)	F	8 1/2m.	
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	10m.	3088
Paramount Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Junmping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions			
NOVELTOONS (10)					
(Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	16m.	
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhytm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	
POPEYE CHAMPIONS (4)					
(Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7½m.	2959
SCREEN SONGS (6)					
(Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miner Forty Niners	E	7m.	3080
THE MOVIES AND YOU					
(All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9½m.	3005
RKO					
Two Reel					
CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 19)	The Newlywed's Boarder..	F	15m.	3067
13404	(Mar. 16)	Tinhorn Troubadors	F	16m.	3080
13405	(May 11)	Newlyweds' Easy Payments		15m.	
13406	(July 6)	From Rogues To Riches		15m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wooky	F	15m.	2998
13703	(Jan. 26)	Chinatown Chump	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho	G	16m.	3028
13705	(May 25)	One Wild Night	G	17m.	3087
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19½m.	2958
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951	G	17m.	3064
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Citles Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 9)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Jan. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup	G	15m.	3056
13107	(Mar. 2)	Cruise Ship	G	16m.	3056
13108	(Mar. 30)	Day Of The Fight	E	16m.	3067
13109	(Apr. 13)	The MacArthur Story	G	16m.	3064
13110	(June 22)	They Fly With The Fleet....			
TRUE-LIFE ADVENTURES (1)					
(Technicolor)					
(.....) Nature's Half Acre					
TWO-REEL SPECIALS (13)					
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m.	2938
14202	(Oct. 6)	Fairest Of The Finest	G	8m.	2983
14203	(Nov. 3)	The Big Appetite	G	9m.	2986
14204	(Dec. 1)	Package Of Rhythm	G	10m.	3013
14205	(Dec. 29)	Research Ranch	F	8m.	3013
14206	(Jan. 26)	Movie Oldies	G	9m.	3055
14207	(Feb. 23)	Life Guard	G	8m.	3031

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
14208	(Mar. 23)	Flying Padre	G	9m. 3067	
14209	(Apr. 9)	Your Fate Is In Your Hands	E	8m. 3088	
14210	(.....)	Florida Cowhands			
SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m. 2960	
14302	(Oct. 20)	Football's Mighty Mustang	F	8m. 2975	
14303	(Nov. 17)	Diving Dynasty	F	8m. 3004	
14304	(Dec. 15)	Connie Mack	F	8m. 2975	
14305	(Jan. 12)	Canadian Snow Fun	G	8m. 3035	
14306	(Feb. 9)	Big House Rodeo	F	8m. 3075	
14307	(Mar. 9)	The Big Shoot	G	8m. 3059	
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m. 3067	
14309	(May 4)	First Lady Of The Turf	G	8m. 3088	
14310	(June 1)	Ted Williams			

THE MOVIES AND YOU (All-Industry Shorts)

14801	(Sept. 13)	The Costume Designer	E	9m. 2769	
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WALT DISNEY CARTOONS (18) (Technicolor)

(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Fiegaro; S—Special)

14101	(Sept. 1)	Hook, Lion And Sinker(D)	G	7m. 2965	
14102	(Sept. 22)	Camp Dog (P)	G	7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974	
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998	
14105	(Nov. 24)	Morris The Midget			
		Moose (S)	G	8m. 2938	
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013	
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013	
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035	
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040	
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056	
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065	
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064	
14113	(Apr. 21)	Cold War (S)	G	7m. 3087	
14114	(May 18)	Plutopia (P)	G	7m. 3087	
14115	(June 8)	Test Pilot Donald			
14116	(June 29)	Tomorrow We Diet			
14117	(July 20)	A Lucky Number			
14118	(Aug. 10)	R'Coon Dawg			

WALT DISNEY REISSUES (6) (Technicolor)

14701	(Oct. 27)	The Moth And The Flame	E	8m. 2975	
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985	
14703	(Feb. 23)	Merbabies	E	9m. 2985	
14704	(Apr. 20)	The Practical Pig	E	8m. 2985	
14705	(July 6)	Polar Trappers	E	8m. 2985	
14706	(Aug. 24)	The Old Mill	E	9m. 2985	

Republic

SERIALS (4)

5081	(Dec. 23)	Desperadoes Of The West	G	12ep. 2934	
5082	(Mar. 17)	Flying Disc Men From Mars	G	12ep. 2974	
5083	(June 9)	Perils Of The Darkest Jungle (Reissue)	F	12ep. 3012	
5084	(.....)	Don Daredevil Rides Again	F	12ep. 3074	

THIS WORLD OF OURS (6) (Trucolor)

4975	(Mar. 15)	Norway	G	9m. 2806	
4976	(June 1)	Denmark	G	9m. 2890	
4977	(July 15)	Glacier National Park	G	9 1/2m. 2915	
4978	(Aug. 30)	Sweden	G	9m. 2932	
4979	(Oct. 15)	France	E	10m. 2965	
4980	(Nov. 30)	Holland	G	9m. 2986	

(1950-51)

5071	(Jan. 15)	London	F	9m. 3013	
5072	(Feb. 15)	Portugal	G	9 1/2m. 3040	
5703	(Mar. 15)	Spain	G	9m. 3075	
5704	(Apr. 15)	England	G	9m. 3088	
5705	(May 15)	Hawaii	F	10m. 3080	
5706	(June 15)	Greece			

20th Century-Fox

Three Reel

7101	(Jan.)	Why Korea?	E	30m. 3012	
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Two Reel

THE MARCH OF TIME (8) (Vol. 16)

(Feb.)	No. 1—Mid Century: Half Way To Where?	E	17m. 2798	
(Mar.)	No. 2—The Male Look	G	16m. 2819	
(Apr.)	No. 3—Where's The Fire?	E	19m. 2850	
(May)	No. 4—Beauty At Work	E	17m. 2874	
(Sept.)	No. 5—As Russia Sees It	G	16m. 2914	
	No. 6—The Gathering Storm	F	17m. 2952	
(Nov.)	No. 7—Schools On The March	G	18m. 2974	
(Dec.)	No. 8—Tito—New Ally?	E	18m. 3003	

(Vol. 17) (8)

(Feb.)	No. 1—Strategy For Victory	G	17 1/2m. 3028	
(Mar.)	No. 2—Flight Plan For Freedom	E	18 1/2m. 3049	
(Apr.)	No. 3—The Nation's Mental Health	E	19m. 3072	

SPECIAL

7903	(.....)	Draughtsman Of Dreams	G	16 1/2m. 2250	
	(.....)	The Magnetic Tide (Cine-color)	G	21m. 2985	

One Reel LEW LEHR (2) (Re-releases)

9001	(Aug.)	Monkeys Is The Cwazlest People	G	9m. 2915	
9002	(Aug.)	Monkey Doodle Dandies	G	9m. 2915	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
MOVIETONE ADVENTURES (Technicolor)					
2051	(Apr.)	Pattern Of Progress	G	8m. 2806	
MOVIETONE MELODIES (4)					
7001	(Jan.)	Lawrence Welk and His Champagne Music	F	9m. 2779	
7002	(Mar.)	Red Ingle and His Gang	G	9m. 2785	
7003	(Aug.)	Skitch Henderson & Orch.	F	10m. 2883	
7004	(Oct.)	The Fontane Sisters	F	8m. 2932	
MOVIETONE SPECIALTIES (6)					
8001	(June)	Mid-West Metropolis	G	9m. 2839	
8003	(July)	Music Of Manhattan	E	10m. 2839	
9801	(Feb.)	Struggle For Survival	E	9m. 2591	
9802	(Aug.)	The Hunter	E	8m. 2667	
9803	(Sept.)	Shadows In The Snow	G	9m. 2725	

SPECIAL

(.....)	Home Of The Homeless	G	10m. 2837	
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SPORTS REVIEW5 (12) (T—Technicolor)

3001	(Jan.)	Skiing Is Believing	G	9m. 2779	
3002	(Feb.)	From Jib To Topsail	F	8 1/2m. 2770	
3003	(May)	Diving Maniacs	G	9m. 2884	
3004	(May)	Shooting The Salmon			
		Rapids	G	10m. 2839	
3005	(July)	Winning Form	F	10m. 2915	
3006	(June)	Action With Rod And Reel	G	10m. 2850	
3007	(Sept.)	Bowlers' Fair	B	8m. 2915	
3008	(Sept.)	Football Pay-Off Plays	G	10m. 2965	
3009	(Oct.)	Circus On The Campus	G	10m. 2965	
3010	(Nov.)	Tee Girls	G	10m. 2965	
3051	(Mar.)	Frolic In Sports	G	8m. 2806	

(1950-51)

3101	(Jan.)	Arrow Artistry	F	9m. 3056	
3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m. 3065	

TERRYTOONS (20) (Technicolor)

5001	(Jan.)	Comic Book Land	G	7m. 2779	
5002	(Feb.)	The Talking Magpies In The Fox Hunt	F	7m. 2784	
5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m. 2785	
5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m. 2806	
5005	(Apr.)	Aesops Fable Foiling The Fox	F	7m. 2839	
5006	(Apr.)	Dinky In The Beauty Shop	F	7m. 2839	
5007	(May)	The Talking Magpies In A Merry Chase	F	7m. 2839	
5008	(May)	Dream Walking	G	7m. 2850	
5009	(June)	Mighty Mouse In Law And Order	F	6 1/2m. 2915	
5010	(July)	The Red Headed Monkey	F	7m. 2883	
5011	(July)	Dingbat In All This And Rabbit Stew	F	7m. 2883	
5012	(Aug.)	The Dog Show	F	7m. 2883	
5013	(Aug.)	The Talking Magpies In King Tut's Tomb	G	7m. 2839	
5014	(Sept.)	Little Roquefort In Cat Happy	F	7m. 2907	
5015	(Sept.)	If Cats Could Sing	F	6 1/2m. 2915	
5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m. 2932	
5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m. 2932	
5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m. 2965	
5019	(Dec.)	Dingbat In Sour Grapes	G	7m. 2965	
5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m. 2965	

(1950-51) (26)

5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021	
5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021	
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull	F	6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051	
5110	(May)	Mighty Mouse In Goons From The Moon	G	7m. 3065	
5111	(May)	Little Roquefort In Musical Madness	F	7m. 3056	
5112	(June)	Half Pint In Elephant Mouse	G	7m. 3065	
5113	(June)	The Talking Magpies In The Rainmakers	G	7m. 3065	
5114	(June)	Mighty Mouse In Injun Trouble			
5115	(July)	Little Roquefort In Seasick Sailors	F	7m.	
5116	(July)	The Terry Bears In Tall Timber			
5117	(Aug.)	Aesops Fables: Golden Egg Goose			
5118	(Aug.)	Mighty Mouse In A Swiss Miss			

(Reissues) (4)

5021	(Jan.)	Mississippi Swing	G	7m. 2784	
5022	(Feb.)	What Happens At Night	G	7m. 2785	
5023	(May)	Orphan Duck	G	7m. 2839	
5024	(June)	Just A Little Bull	F	7m. 2839	

(1951) (4)

5127	(Jan.)	Lucky Duck	G	7m. 3013	
5128	(Feb.)	The Bird Tower	G	7m. 3012	

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5129	(Apr.)	Shipyards Symphony	F	6m. 3043	
5130	(May)	Temperamental Lion	F	7m. 3074	

THE MOVIES AND YOU (All-Industry Shorts)

9701	(Nov. 1 '49)	The Art Director	E	8m. 2735	
9702	(Nov.)	The Screen Writer	E	9 1/2m. 2965	

United Artists

One Reel (1950)

SONGS OF AMERICA (18)

(Aug. 19)	Melodic Spirituals	G	9m. 2793	
(July 22)	Treasured Ballads Of America	G	10m. 2793	
(Sept. 9)	Visions And Voices	G	9m. 2793	
(Oct. 7)	Melodic Sketches	G	9m. 2785	
(Nov. 4)	Symphonic Shades	G	8m. 2785	
(Dec. 2)	Melodies Reborn	F	10m. 2785	
(Dec. 31)	Cherished Melodies	G	9 1/2m. 2814	
(Jan. 27)	Southern A Capella	G	8m. 2814	
(Mar. 17)	Memorable Gems	F	8 1/2m. 2820	
(Mar. 25)	The Tradition	G	8 1/2m. 2814	
(Apr. 14)	Tunes That Live	F	9m. 2820	
(May 12)	Glory Filled Spirituals	F	10m. 2820	
(June 9)	Highlights Of Long Ago	F	9m. 2889	
(July 14)	Long Remembrances	F	8m. 2889	
(Aug. 11)	Folklore	F	8m. 2889	
(Sept. 15)	The Moods	F	8 1/2m. 3021	

Universal-International

Two Reel

NAME BAND MUSICALS (13)

6301	(Nov. 8)	The Harmonicats and Miguelito Valdes	F	15m. 2998	
6302	(Dec. 20)	Jerry Gray and the Band of Today	G	15m. 2999	
6303	(Jan. 3)	Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet	G	15m. 3035	
6304	(Jan. 31)	Frankie Carle and His Orchestra	G	15m. 3028	
6305	(Feb. 28)	Ray Anthony And His Orchestra	F	15m. 3040	
6306	(Mar. 28)	Tex Williams' Western Varieties	G	15m. 3049	
6307	(May 2)	Frank De Vol and his Orchestra	E	15m. 3072	
6308	(May 23)	Eddie Peabody and Sonny Burke's Orchestra	G	15m. 3075	
6309	(June 13)	The Sportsmen and Ziggy Elman's Orchestra	G	15m. 3080	
6310	(June 27)	Teresa Brewer And The Firehouse Five Plus Two		15m.	

SPECIALS (2)

6201	(Nov. 8)	Fun At The Zoo	G	18m. 2932	
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One Reel

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
FEATURETTES (6)						7502	(Sept. 2)	Grandad Of Races	G	10m. 2943				Loves Of Franistan, The (Canton-Weiner)	G	7m. 3028	
7101	(Sept. 9)	Wagon Wheels West	F	20m. 2943		7503	(Oct. 21)	Paddle Your Own Canoe	G	10m. 2953				Mansion Of The President Of France (Fides)	G	27m. 3081	
7102	(Nov. 18)	Barber Shop Ballads	E	19m. 2974		7504	(Jan. 13)	Ski In The Sky	F	9m. 3005				More About Me (Canton-Weiner)	G	7m. 2986	
7103	(Jan. 27)	Ace Of Clubs	G	16m. 3028		7505	(Feb. 24)	The Will To Win	F	10m. 3035				Mountain Of Fire (Ferriente Color) (Incom)	E	9m. 3088	
7104	(Mar. 31)	Roaring Guns	E	19m. 3051		7506	(Apr. 7)	Rocky Eden	G	10m. 3056				Mystery Of Leonard Da Vinci, The (Lux)	G	8m. 3066	
7105	(May 26)	Hunting The Hard Way	G	16m.		7507	(May 12)	Hawaiian Sports	G	10m. 3705				Of Human Rights (UN) On Stage Everybody (NSS)	G	21 1/2m. 2974	
7106	(Aug. 4)	Law Of The Badlands	G	20m.		7508	(June 16)	The Birds And Beasts Were There		10m.				Partner Perkins (Technicolor) (NSS)	G	10 1/2m. 2959	
BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)						THE MOVIES AND YOU (All Industry Shorts) (Mar.) The Film Director						E	9m. 3051				
7301	(Sept. 16)	Fagin's Freshmen	G	7m. 2989		VITAPHONE NOVELTIES (8)											
7302	(Oct. 14)	Slightly Daffy	G	7m. 2959		7601	(Oct. 14)	Slap Happy	F	10m. 2953				Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m. 2986	
7303	(Nov. 11)	The Aristo Cat	G	7m. 2959		7602	(Nov. 25)	Those Who Dance	F	8 1/2m. 2965				Polkas By Johann Strauss (Hoffberg)	G	12 1/2m. 3066	
7304	(Dec. 9)	The Unbearable Bear	G	7m. 2975		7603	(Dec. 30)	Blaze Busters	G	10m. 3013				Rodin (Canton-Weiner)	E	21m. 3021	
7305	(Jan. 6)	Duck Soup To Nuts	F	7m. 2985		7604	(Jan. 20)	Animal Antics	G	9m. 3028				Russian Ballet and Folk Music (Artkino)	G	11m. 2960	
7306	(Feb. 3)	Flowers For Madame	F	7m. 3012		7605	(Mar. 10)	Horse-Hide Heroes	G	10m. 3056				Salzburg Fiesta (Hoffberg)	G	12 1/2m. 3066	
7307	(Mar. 3)	Life With Feathers	G	7m. 3028		7606	(Apr. 21)	Anything For Laughs	F	10m. 3065				Scenes From Rigoletto (Artkino)	F	10m. 3056	
7308	(Mar. 24)	Peck Up Your Troubles	G	7m. 3028		7607	(June 23)	World Of Kids		10m.				Science In The Orchestra (Brit. Inf. Serv.)	E	34m. 3066	
7309	(Apr. 21)	Odor-Able Kitty	G	7m. 3056		7608	(Aug. 11)	Disaster Fighters		10m.				Serenade (Ambassador) Singers Of Israel (Central Cinema)	G	10m. 3005	
7310	(May 19)	Book Revue	G	7m. 3064		Miscellaneous											
7311	(June 23)	Stage Fright		7m.		An Island-Japan (United World)						G	21m. 2938				
7312	(July 21)	Sioux Me		7m.		Animal Theatre, The (Artkino)						G	37m. 3012				
7313	(Sept. 1)	The Stupid Cupid		7m.		Artek (Artkino)						G	18m. 3028				
BUGS BUNNY SPECIALS (8) (Technicolor)						As Old As The Hills (Brit. Inf. Serv.) (Technicolor)						G	10m. 3021				
7719	(Dec. 16)	Rabbit Of Seville	F	7m. 2985		Beautiful Blue Danube Waltz, The (Hoffberg)						G	12 1/2m. 3066				
7720	(Jan. 6)	Hare We Go	G	7m. 3005		Caucasian Reserves (Artkina)						F	10m. 3031				
7721	(Feb. 10)	Rabbit Every Monday	F	7m. 3021		Challenge, The (American Jewish Committee)						E	28m.				
7722	(Mar. 10)	Bunny Hugged	F	7m. 3056		Ceiling Of The Sistine Chapel, The (Lux)						G	9m. 3066				
7723	(Apr. 14)	Fair-Haired Hare	G	7m. 3056		Cheers For Chubby (Metrapalitan Life)						G	8m. 3074				
7724	(May 19)	Rabbit Fire	E	7m. 3080		City In Siege (Nat. Film Board of Canada)						G	16m. 3043				
7725	(June 30)	French Rarebit				Composers In Clay (Canton-Weiner)						E	17m. 2985				
7726	(Aug. 11)	His Hare Raising Tale				Coral Wonderland (Australian News and Info. Bureau)						F	25m. 3005				
HIT PARADE OF GAY NINETIES (8)						Dangerous Waters (Technicolor) (Jam Handy)						F	9m. 3005				
7801	(Oct. 7)	When Grandpa Was A Boy	F	9m. 2959		Earthquake In Equador (UN)						G	15m. 2974				
7802	(Dec. 16)	The Old Family Album	F	9m. 3013		Feathered Fishes (Australian News and Info. Bureau)						G	15m. 3005				
7803	(Aug. 18)	The Naughty 20's				First Forty Days, The (U. S. Army)						G	25m. 3013				
7804	(Feb. 10)	Childhood Days	G	10m. 3049		Flying Saucer Mystery, The (Telenews)						F	10m. 2935				
7805	(Apr. 28)	In Old New York	G	10m. 3087		4 Songs By 4 Gentlemen (Nat. Film Board of Canada)						F	7m. 3066				
7806	(June 30)	Musical Memories		10m.		Gardens Of Old England (Brit. Inf. Serv.)						G	10m. 3022				
JOE McDOAKES COMEDIES (6)						Genius Of Turner, The (Lux)						F	10m. 3066				
7401	(Sept. 23)	So You Want A Raise	G	10m. 2953		Grandma Moses (AF Films)						E	22m. 2974				
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m. 2975		Hollywood Ten, The (Contemporary) (No Rating)							15m. 2938				
7403	(Jan. 13)	So You Want To Be A Handyman	F	10m. 2999		Hunting With Bow And Arrow (Cornell)						E	17m. 3021				
7404	(Apr. 14)	So You Want To Be A Cowboy	G	10m. 3056		Irish Melody (Bell)						G	36m. 3005				
7405	(June 2)	So You Want To Be A Paper Hanger	F	10m. 3087		Killers Of The Deep (Astor)						B	22m. 3028				
7406	(July 28)	So You Want To Buy A Used Car		10m.		Lincoln's Gettysburg Address (AFE)						E	11m. 3059				
MERRIE MELODIES (18) (Technicolor)																	
7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959													
7702	(Oct. 28)	Pop 'Im Pap!	F	7m. 2960													
7703	(Nov. 25)	Caveman Inki	G	7m. 2965													
7704	(Dec. 2)	Dog Collared	F	7m. 2985													
7705	(Dec. 30)	Two's A Crowd	G	7m. 3013													
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013													
7707	(Feb. 3)	Canned Feud	G	7m. 3028													
7708	(Feb. 24)	Putty Tat Trouble	G	7m. 3021													
7709	(Mar. 3)	Corn Plastered	G	7m. 3040													
7710	(Mar. 24)	Scent-imental Romeo	G	7m. 3040													
7711	(Apr. 7)	A Bone For A Bone	F	7m. 3056													
7712	(Apr. 28)	A Hound Far Trouble	G	7m. 3065													
7713	(May 12)	Early To Bet	G	7m. 3074													
7714	(June 2)	Room And Bird	G	7m. 3080													
7715	(June 16)	Chow Hound	G	7m. 3087													
7716	(July 14)	Wearing Of The Grin		7m.													
7717	(July 28)	Leghorn Swaggled		7m.													
7718	(Aug. 25)	Cheese Chasers		7m.													
SPORTS PARADE (10) (Technicolor)																	
7501	(Dec. 9)	Wild Water Champions	G	15m. 2975													

The Movies And You (All-Industry Shorts)			
(Nov.)	The Screen Writer (20th-Fox)	E	9 1/2m. 2965
(Mar. '51)	The Film Director (Warners)	E	9m. 3051
(Sept. 13)	The Costume Designer (RKO)	E	9m. 2769
(Jan. 15)	The Cinematographer (Paramount)	E	9 1/2m. 3005

The Movies And You

(All-Industry Shorts)			
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(Jan. 15)	The Cinematographer (Paramount)	E	9 1/2m. 3005

Pictures in order of release, with principal players, are placed in the month of release. All dates are subject to change. Series westerns are indicated by a W following the title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	New Mexico L. Ayres, M. Maxwell, (Anasco-color) (Allen)	Katie Did It M. Stevens, A. Blyth, C. Stevens	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart
Smuggler's Gold C. Mitchell, A. Blake, Snake River	Kentucky Jubilee J. Colonna, W. Anderson J. Porter, J. Ellison	Go For Broke V. Johnson, W. Anderson	Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor)	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Sealed Cargo D. Andrews, C. Belenda, C. Rains	In Old Amarillo R. Rogers, P. Edwards	Rawhide T. Power, S. Hayward, H. Marlowe	Try And Get Me F. Lovejoy, K. Ryan, (Stillman)	The Fat Man J. Smart, J. London, R. Hudson	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Desperadoes, W C. Starrett, S. Burnette	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Home Town Story J. Lynn, M. Reynolds, D. Crisp	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase			Million Dollar Pursuit P. Edwards, S. Flagg	On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	The Prowler V. Heflin, E. Keyes, (Eagle)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	
Her First Romance M. O'Brien, A. Martin, Jr.			Nevada Badmen, W W. Wilson, F. Knight, P. Coates			Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen, J. Bell		Odette A. Neagle (English-made) (Lopert)		
The Brave Bulls M. Ferrer, Miroslava (Partly made in Mexico)										
When The Redskins Rode J. Hall, M. Castle (Supercinecolor)										
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brat M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Liel (Supercinecolor)	Savage Drums Sabu, L. Baron, H. B. Warner	No Questions Asked B. Sullivan, A. Dahl, G. Murphy	Father Takes The Air R. Walburn, M. McClure, G. Gray	Trio J. Simmons, J. Hayter, K. Harrison (English-made)	Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor)	Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	Half Angel J. Cotten, L. Young (Technicolor)	Two Gals and A Guy J. Paige, R. Alda (ELC)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart
China Corsair J. Hall, L. Ferraday, R. Randell	Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)		Montana Desperado, W J. M. Brown		Gunplay, W T. Holt, J. Dixon, R. Martin		As Young As You Feel M. Woolley, T. Ritter, D. Wayne	The Man With My Face B. Nelson, C. Matthews (Gardner)	Strangers On A Train F. Granger, R. Roman, R. Walker	
Silver Canyon G. Autry, G. Davis, P. Buttram							Smoky My Friend Flicka Thunderhead, Son Of Flicka (Technicolor Reissues)	Three Steps North L. Bridges (Wilder)		
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren	G. I. Jane J. Porter, T. Neal, I. Adrian	Kind Lady E. Barrymore, M. Evans, A. Lansbury	Yukon Manhunt K. Grant, G. Davis, Chinock	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor)	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor)	Cairo Road E. Portman (English-made) (ELC)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor)	Forth Worth R. Scott, D. Brian, P. Thaxter (Technicolor)
	Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore	Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor)	Stagecoach Driver, W W. Wilson, F. Knight, G. Winters	Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Happy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor) (English-made)	South Of Caliente R. Rogers, D. Evans, P. Lee	The Frogmen R. Widmark, D. Andrews, G. Merrill	He Ran All The Way J. Garfield, S. Winters (Roberts)	Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway	Captain Horatio Hornblower G. Peck, V. Mayo, I. Wells (Made in England) (Technicolor)
	Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay	The Law and The Lady G. Garson, M. Wilding, M. Main	Let's Go, Navy Bowery Boys		His Kind Of Woman K. Mithum, J. Russell	The Dakota Kid, W M. Chapin, E. Janssen	The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell	Pardon My French M. Oberon, P. Henreid (ELC)	Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	Jim Thorpe, All American B. Lancaster, C. Bickford, P. Thaxter
	The Lost Continent C. Romero, H. Brooke, C. Chandler	Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell				Unclaimed Cargo R. Elliott, P. Edwards, R. Vallin	Kentucky Buffalo Bill (Technicolor Reissues)	Cyrano De Bergerac J. Ferrer, M. Powers, W. Prince (Kramer) (Regular release)		

HOLIDAYS

June 14—Flag Day
June 17—Father's Day
July 4—Independence Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy
July—Disc Jockey—G. Simms, M. O'Shea, T. Drake

REALART

May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Beles, B. Cabot, M. Evans

USE **COOL** TRAILERS TO BUILD WARM WEATHER **BUSINESS!**

Get them out of their *Hot Houses* . . . into your COOL Theatre . . . with showmanship-packed, NSS COOL TRAILERS!

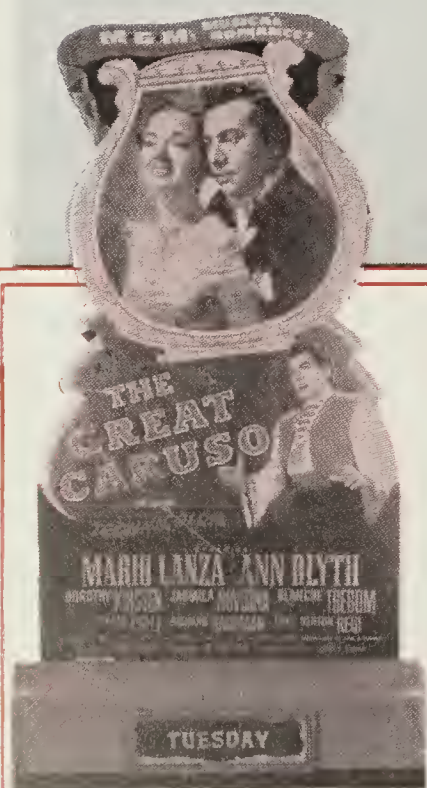
Impress upon your patrons, the COOL comfort...and fine *entertainment* . . . offered by your AIR-CONDITIONED theatre . . . and show them how to beat-the-heat . . . by GOING TO A MOVIE!

NSS has created a large variety of beautifully produced COOL TRAILERS . . . for every type of COOLING system . . . and *every theatre* . . . to fill *all* your needs! Ask your NSS salesman about them . . . or get full details from your local NSS exchange . . . and then . . . buy *several* . . . and rotate them throughout the Summer months!



Get the most out of your AIR-CONDITIONING system . . . by selling COOL COMFORT with NSS COOL TRAILERS!

NATIONAL *Screen* **SERVICE**
PRIZE BABY OF THE INDUSTRY



Use patron-pulling **STANDEES**

. . . the colorful DISPLAYS . . . with the beautiful Fluorescent-lighted base . . . that SELL . . . in your Lobby, Foyer and out-front . . . or away-from theatre . . . in hotel Lobby or bank . . . terminal or store window! ASK Your NSS Salesman.

EXHIBITOR



For "MOST Improved Sales Policy"

For "MOST Best Pictures in 1950"

Thank you Exhibitor!
(and America's Exhibitors)

There's No Business Like **20** Business!
CENTURY-FOX

Annual
LAUREL AWARDS
Issue


Volume 46 Number 7
In Two Sections: Section One

JUNE 20, 1951

ENTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS FROM SIX SECTIONAL EDITIONS

Featuring **STUDIO SURVEY**



TOPS LAUREL AWARDS!



M-G-M FIRST!

"King Solomon's Mines" Tops.
M-G-M 4 out of first 6:
("King Sol's Mines", "Annie", "Father
of Bride", "3 Little Words").



M-G-M FIRST!

Top Female Star June Allyson.
M-G-M has 2 out of First 3.
(June Allyson, Esther Williams).



M-G-M FIRST!

M-G-M leads with 3 out of First 10.
(Joe Pasternak, Arthur Freed,
Arthur Hornblow, Jr.)



M-G-M FIRST!

MALE: Howard Keel is First.
M-G-M has 2 out of First 3.
(Howard Keel, Carleton Carpenter).
FEMALE: Debbie Reynolds is First.



M-G-M FIRST!

Joel McCrea in "Stars In My Crown."



M-G-M FIRST!

"Tom & Jerry" (Tech.) Top Cartoons.
"Pete Smith" Top Novelties.
"Fitzpatrick" Top Travel.



M-G-M EXCLUSIVE!

To Dore Schary as "outstanding
executive leader in promoting
public good will!"

1949: "Which company gives
you the Fairest Break?" **M-G-M**

1950: "Which company gives
you the Fairest Break?" **M-G-M**

1951: "Which company gives
you the Fairest Break?" **M-G-M**



The results of THE EXHIBITOR MAGAZINE'S
Annual LAUREL AWARDS again shower Leo with
many FIRSTS, but his gratitude to you is greatest for
"FAIREST COMPANY" award the 3rd successive year!

THE INSPIRATION BEHIND THE UP-BEAT AT BOX-OFFICES S M-G-M!



LEADERS FOR THE NEXT LAUREL AWARDS!

SHOWBOAT (Technicolor)

Kathryn Grayson, Ava Gardner, Howard Keel,
Joe E. Brown, Marge and Gower Champion,
Robert Sterling, Agnes Moorehead, William Warfield

★ ★ ★

STRICTLY DISHONORABLE

Ezia Pinza, Janet Leigh, Millard Mitchell,
Gale Robbins

★ ★ ★

THE PEOPLE AGAINST O'HARA

Spencer Tracy, Pat O'Brien, Diana Lynn,
John Hodiak

★ ★ ★

TERESA

Pier Angeli, John Ericson, Patricia Callinger,
Richard Bishop, Peggy Ann Garner, Ralph Meeker,
Bill Mauldin

★ ★ ★

TOO YOUNG TO KISS

June Allyson, Van Johnson, Gig Young

★ ★ ★

THE TALL TARGET

Dick Powell, Paula Raymond, Adolphe Menjou,
Marshall Thompson, Ruby Dee, Richard Rober,
Will Geer

★ ★ ★

THE RED BADGE OF COURAGE

Audie Murphy, Bill Mauldin, Douglas Dick,
Royal Dane, John Dierkes, Arthur Hunnicutt

★ ★ ★

THE LIGHT TOUCH

Stewart Granger, Pier Angeli, George Sanders

★ ★ ★

THE NORTH COUNTRY (Ansco Color)

Stewart Granger, Wendell Corey, Cyd Charisse

★ ★ ★

SCARAMOUCHE (Technicolor)

Stewart Granger, Ava Gardner

★ ★ ★

FAMILY MAN

Van Johnson, Marilyn Erskine

AN AMERICAN IN PARIS (Technicolor)

Gene Kelly, Leslie Caron, Oscar Levant,
Georges Guetary, Nina Foch

★ ★ ★

THE LAW AND THE LADY

Greer Garson, Michael Wilding, Fernando Lamas,
Marjorie Main

★ ★ ★

ANGELS IN THE OUTFIELD

Paul Douglas, Janet Leigh, Keenan Wynn,
Lewis Stone, Spring Byington, Bruce Bennett

★ ★ ★

IT'S A BIG COUNTRY

Ethel Barrymore, Keefe Brasselle, Gary Cooper,
Nancy Davis, Van Johnson, Gene Kelly,
Janet Leigh, Marjorie Main, Fredric March,
George Murphy, William Powell, S. Z. Sakall,
Lewis Stone, James Whitmore, Keenan Wynn

★ ★ ★

PANDORA AND THE FLYING DUTCHMAN (Technicolor)

James Mason, Ava Gardner, Nigel Patrick,
Sheila Sim, Harold Warrender, Maria Cabre

★ ★ ★

MR. IMPERIUM (Technicolor)

Lana Turner, Ezia Pinza, Marjorie Main,
Barry Sullivan, Sir Cedric Hardwicke,
Debbie Reynolds

★ ★ ★

SOUND OFF (Tentative Title)

Maria Lanza, James Whitmore

★ ★ ★

CALLAWAY WENT THATAWAY

Fred MacMurray, Dorothy McGuire, Howard Keel

★ ★ ★

WHEN IN ROME

Paul Douglas, Van Johnson

★ ★ ★

BELLE OF NEW YORK (Technicolor)

Fred Astaire, Vera-Ellen, Keenan Wynn

RICH, YOUNG AND PRETTY (Technicolor)

Jane Powell, Danielle Darrieux, Wendell Corey,
Fernanda Lamas, Marcel Dalio, Una Merkel,
Richard Anderson, Jean Murat.
Introducing: Vic Damone.

★ ★ ★

EXCUSE MY DUST (Technicolor)

Red Skelton, Sally Forrest, MacDonald Carey,
William Demarest, Manica Lewis,
Raymond Walburn

★ ★ ★

ACROSS THE WIDE MISSOURI (Technicolor)

Clark Gable, Ricardo Montalban, John Hodiak,
Adolphe Menjou, J. Carrol Naish, Jack Hall.
Introducing: Maria Elena Marques

★ ★ ★

TEXAS CARNIVAL (Technicolor)

Esther Williams, Red Skelton, Howard Keel,
Paula Raymond, Ann Miller, Keenan Wynn,
Tom Tully

★ ★ ★

THE STRIP

Mickey Rooney, Sally Forrest, William Demarest,
James Craig, Kay Brown, Louis Armstrong and
Orchestra; Guest Star: Vic Damone

★ ★ ★

WESTWARD THE WOMEN

Robert Taylor, Denise Darcel, Hape Emerson,
John McIntire

★ ★ ★

LONE STAR

Clark Gable, Ava Gardner, Brainerd Crawford,
Lianel Barrymore

★ ★ ★

THE MERRY WIDOW

Lana Turner, Fernanda Lamas

★ ★ ★

SINGIN' IN THE RAIN (Technicolor)

Gene Kelly, Debbie Reynolds, Donald O'Connor,
Jean Hagen

★ ★ ★

And of course,
This is the Year of
"QUO VADIS"

There's a New SMILE On the Industry's Face!...

"20th has the
makings of a
Film Festival
all its own!"



**And the smile will
passes the Ammo to** **keep growing as 20th
keep boxoffices booming!**

HALF ANGEL

Technicolor

That "Farmer's Daughter" team — doing that "Farmer's Daughter" business!

TAKE CARE of my LITTLE GIRL

Technicolor

The great best-seller...plus Look, McCall's, Seventeen and Coronet have already told and sold it to 50,000,000 Americans!

THE FROGMEN

You've never played anything like this one! The thrilling story of Uncle Sam's Underwater Commandos!

THE GUY WHO CAME BACK

Douglas plus Darnell plus Bennett — a great exploitation picture that will keep 'em coming back for more!

NO HIGHWAY in the SKY

Nevil Shute's startling novel! The year's most amazing cast — tops in suspense!

THE SECRET of CONVICT LAKE

To take its place among the great dramas of the primitive West! True and tremendous in its man-woman story of power and passion!

MR. BELVEDERE RINGS THE BELL

Happy chimes are here again! Ring up another triumph for that Belvedere man!

There's No Business Like 20 Business!
CENTURY-FOX



NO ONE can accuse a midwestern drive-in manager of not being filled with the holiday spirit during the Memorial Day weekend. Just to complicate matters, thieves stole half of his fireworks, including the bombs and spraying rockets, but he decided to go ahead with the rest of the stuff, and told his aides to start the shooting as the main feature ended. However, the manager didn't know that the feature had a film within a film so when the words "The End" were flashed on, the fireworks started right in the middle of everything.

★

A DRIVE-IN owner catering to residents in a country area decided to let the folks of neighboring towns know about the open-airer in a unique way. As a test, he made tieups with merchants in a community, gave away tickets, promoted some prizes, and invited all the residents of that town as his guests. On the night in question, named after the town, everyone else paid as usual. Not only did his business spurt that night, but he claims that a lot of the residents have made repeat visits.

★

A FILM called "The Girl From Macy's" is being planned on the coast, which title will probably limit department store tieups to a definite extent when it is released.

★

CASHING in on the current trend on dieting, a manager ran a "Fat Folks Show", running shorts devoted to reducing, etc.

★

SOMETHING new was added to the juvenile vandalism department in the south when a lad threw the arm of a theatre seat through the screen. The Juvenile Court is trying to figure out why.

★

IN ORDER to stop thefts at a drive-in, an owner offered a \$10 reward for each speaker recovered, provided charges were filed.

—H. M. M.

I N D E X

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JUNE 20, 1951

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EXHIBITOR

VOL. 46, No. 7



JUNE 20, 1951

The Laurel Awards

THIS ISSUE brings with it the third annual LAUREL AWARDS, and with the listing of winners and honored selections something of more than passing importance.

FOR ANYONE looking at the honored pictures, companies, and players must come away with a feeling that as long as it is conscious of its potentialities, the motion picture business will never give up its place as the world's greatest form of entertainment. One has but to glance at the wealth of talent and production brains represented, and be convinced that our industry has the wherewithal to overcome any temporary adversity.

THE LAUREL AWARDS this year become truly international, and the addition of new classes gives the annual competition a greater scope than ever.

THE SPECIAL awards to a group of individuals and others within the production sphere, by the editors of STUDIO SURVEY, constitute a departure from the previous pattern. These special awards will be continued in the years to come. They allow for credit where effort has been beyond the ordinary sphere of things.

ANYONE studying the results of the poll of the bookers and buyers will see that the men who do the selecting know their film business. The results are solid, and, for the most part, offer little chance for argument. The returns are both on a combination of quality and commercial appeal. The practical people in the business are the best ones to judge.

SOME OF THE Topliners of previous years have slipped a little, some newcomers have found their rightful place, and other standbys retain their past position.

EVERYONE, we are certain, will continue to do his or her best not only to insure their proper place in future LAUREL AWARDS but to continue to uphold the standard of excellence in the production world.

FOR QUALITY, nothing else, is the protection of this industry.

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AFTER 33 YEARS AND THREE LOCATIONS, EXHIBITOR HAS ITS OWN BUILDING, THIS ONE ON NORTH CLARION STREET, OFF PHILADELPHIA'S FILM ROW.

Another Milestone Is Passed

The LAUREL AWARDS Issue Bows As EXHIBITOR Acquires New Quarters



Visitors to EXHIBITOR's new office are greeted by Joy Shurr, smiling from the reception desk.

WITH this third annual LAUREL AWARDS issue, EXHIBITOR passes another milestone in its physical progress, coincidental with the awards that mark a major development in the magazine's editorial expansion.

Paul Manning's STUDIO SURVEY department was instituted in December, 1947, and the LAUREL AWARDS became an important outgrowth of that section two years later. Now, with increased editorial coverage, EXHIBITOR has kept abreast of that expansion physically by moving its publication offices to a building of its own.

Observant readers may have noted a recent change in EXHIBITOR's masthead to the effect that the publishing offices have moved from 1225 Vine Street, Philadelphia, to 246-248 North Clarion Street. More than just a new address, the new location represents the first time in its 33-year history that EXHIBITOR has operated in a building of its own. Since its beginning in

1918 as Vine Street, the magazine has been published from three other offices in the city, each successively more adaptable to the needs of a growing journal.

The new quarters, still in the heart of the Philadelphia film district, are housed in a simply designed two-story structure whose efficiently functional layout makes for the best possible placement of various departments, a more cheerful working atmosphere, and, it follows logically, a better magazine.

Such progress, both editorial and physical, lends weight to EXHIBITOR's status as "The Fastest Growing Motion Picture Trade Weekly." It is progress that is passed on to subscribers in the form of increased service, better and wider news coverage.

On this page and the next are pictured our new offices and some of the people who help bring EXHIBITOR to its readers each week.



An editorial problem comes under consideration by editor Herbert M. Miller, left, and Jay Emanuel, publisher and a leading theatremen of long standing.



General manager Paul Greenhalgh, left, and advertising manager A. J. Martin, formerly midwestern advertising representative, check an ad layout.



Eastern advertising representative William Wright, left, works out a problem with Max Cades, business manager and overseer of production matters.



Looking up from his typewriter is Andrew Shearer, editor, *PHYSICAL THEATRE* and the annual *THEATRE CATALOG*, slated for publication this month.



Pictured busily at work with her adding machine is Mary Donohue, office manager-bookkeeper.



Associate editor George Nonamaker, right, reads a page proof while Cliff Fischenberg writes copy.



Circulation department manager Marguerite Gibson looks up from work to smile at the camera.



Betty Cheslow, Rose Perno, and Florence Thesing keep circulation department records up to date.



Ruth Early, left, Greenhalgh's secretary, and typist Elaine Lipshultz are glimpsed on the job.



In charge of the shipping department, Harry Embeling and Walter Lacy wrap orders for mailing.

Mel KonecOFF's NEW YORK

PARAMOUNT'S director of production, Don Hartman, was in last week to see the new shows as well as to meet home office executives, discuss studio plans, and work out closer cooperation between the east and the west. He told us that there was entirely too much "defeatist" talk in the business, and he doesn't believe it, nor do most of the people he knows. He opined that it was wrong for the industry to run down its own business methods in front of the public, and he also thought it's a mistake for the public to sit in too much on what should be private business procedure.



KONECOFF

As far as pay cuts were concerned, he thought they were bad for morale, and unnecessary. Treating on television, he admitted that it hurt to some extent, but the fact remains that the public will still stand in line for good pictures with exciting and unusual ideas. As far as Paramount is concerned, the studio emphasis will be on economy in production without the sacrifice of quality. The emphasis will be on new people, fresh writers, directors, producers, and actors, and the directors will be guided by experienced, competent film cutters, who will be on the set during shooting to make things easier.

It is expected that advances in lighting and sound, scene set-ups, and the use of rehearsals by the cast will assist in getting more shooting time for the cameras, and shooting schedules are expected to be reduced. He estimated that the shooting time could be cut in half.

He reported that there will be no set budget on pictures, and what will be required will be spent, and an effort will be made to keep the program flexible. Novels, plays, and prize stories will continue to be purchased, and the schedule will call for more musicals to be made than in the past. About three to five are planned annually in color. As for color, as many features will be made as possible, depending on the number of Technicolor commitments available. Between 28 and 32 features are planned for this year, while 1952 should see an increase of between five to 10 films.

The average spent for each film at present is about \$1,200,000. Hartman hopes to bring this average down to one million per by eliminating the so-called "middle" pictures, expensive pictures with no particular drawing names or other angles. Instead, a special unit has been formed to make low budget films using different and novel stories, new talent, etc., which will also be a testing ground for writers, directors, and acting talent, with the important stress being on the story. The next step will be turning out of high budget films.

PUBLIC RELATIONS: Last week saw a meeting to discuss local industry public relations, with Lynn Farnol, metropolitan

Allied Eastern Penna. Suspended By Nat. Body

WASHINGTON—Allied States Association announced last week that by virtue of action taken by its board of directors at the Kansas City meeting a few weeks ago, and notice given pursuant thereto, Allied Independent Theatre Owners of Eastern Pennsylvania had been suspended as a member of Allied, as of June 1, for non-payment of dues.

(In Philadelphia, no comment was forthcoming from the Allied unit which had been suspended, pending a board meeting.—Ed.)

area public relations representative, acting as host at a luncheon at Toots Schor's. He revealed that a plan was being worked on between the various city transportation systems and the industry, and introduced Victor Ratner, Macy vice-president in charge of advertising, and Charles Beck, New York City Board of Education. Each of these had a plan to offer.

Ratner announced that Macy's was planning to pick out one film per month, starting in August, that it likes best as representing the store's customers and the public, and run an ad plugging the film, using window-displays, interior cards, etc. The ad would urge husbands to take their wives out to a movie occasionally just to show them they still care, and, of course, if they do go out, they will have to dress properly, and there is where the store angle comes in. He stated that Macy's will pick the film from those submitted, and entertainment value will be the sole consideration of the "Favorite Film of the Month." The problem of meeting costs will be decided later, as will the actual method of selecting films.

Beck, representing 54 high schools in the New York City area attended by some 180,000 students, reported that the industry has a tremendous influence on the youngsters, and he would like to see that work in the right direction. He would like to see some of the companies lend the school exhibits, costumes, etc., from outstanding films. These can be set up in display cases for several weeks at a time in each school. He felt that the teachers would have an easier job, the students would learn more easily, and the industry would be benefited.

Also announced was the establishment of "My Favorite Movie of the Month Panel" planned to vary in its make-up each month. It is expected that the selections will be sent out as news stories each month to newspapers, radio, and television, with posters being designed for theatre display. A sample panel, chosen for the first month, consists of Hattie Carnegie, the Protestant Motion Picture Council, Bennett Cerf, Patricia Evers, Jackie Robinson, TV's "Mama" in "I Remember Mama", Dimitri Mitropoulos, Parents magazine, John Moss, Schor, and Fannie Hurst.

DISNEY DEPT.: Walt Disney made a brief stopover last week en route to England, where he will supervise production of his live film, "Story Of Robin Hood," as well as to appear on the James Melton teevee show to plug "Alice In Wonderland." He thought that television should be used to widely promote the film, and

(Continued on page 13)

"Caruso" Still Leads Broadway Grossers

NEW YORK—Radio City Music Hall was way out in front last weekend insofar as the Broadway first-run grossing was concerned, although the Capitol opened big with Columbia's "Sirocco." According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, claimed \$84,000 for Thursday through Sunday, with the sixth week expected to tally \$136,000, which is better than the fifth week.

"HALF ANGEL" (20th-Fox). Roxy, with stage show, did \$52,500 on Friday, Saturday, and Sunday, with the opening week heading toward \$80,000.

"HOLLYWOOD STORY" (U-I). Paramount, with stage show, claimed \$43,000 for the second week.

"M" (Col.). Globe reported \$9,500 for the second week.

"FABIOLA" (UA). Victoria garnered \$21,000 for the third week.

"VALENTINO" (Col.). Astor expected the ninth week to tally \$6,500.

"NIGHT INTO MORNING" (MGM). Loew's State reported \$13,000 for the second, and last week.

"SIROCCO" (Col.). Capitol, with stage show, claimed the opening week would hit a very good \$60,000.

Wolf Sets VC Aides

NEW YORK—Marc J. Wolf, International Chief Barker, Variety Clubs, last week confirmed the appointment of non-elective officers and representatives for the 1951-52 period. The following were reappointed: James G. Balmer, ceremonial officer; Nathan D. Golden, "Heart" chairman; A. K. Rowswell, Humanitarian Award chairman; W. H. Lollier, sergeant-at-arms, and Sam J. Switow, international representative-at-large.

The following international representatives have been reappointed for another year: William Elson, H. H. Everett, Michael Felt, George Hoover, Elmer Lux, Allan Moritz, Jack Rose, Charles Smakwitz, and Harold Stoneman. Jake Flax, Washington, replaces Joseph Grant; Julius Schepps, Dallas, replaces William O'Donnell, and James O'Neal, San Francisco, replaces David Bershon.

Wolf also announced the creation of an International Fixers (attorneys) committee consisting of Herman Levy, New Haven; Edward Shafon, Omaha, and Ezra Stern, Los Angeles.

Ohtani Touring Country

NEW YORK—Takejiro Ohtani, president, Japan's largest amusement enterprise, Shochiku Company, Ltd., was introduced by Monogram President Norton V. Ritchey last fortnight.

Accompanied by his nephew, a film producer, Ohtani is making his first visit in order to study American film production methods. He is also interested in producing a film jointly with an American company, and talks are going on now with Monogram-Allied Artist representatives.



With these our some plenty more!

SOON YOU'LL BE SAILING ALONG

LOOK FORWARD! GO FORWARD! WITH WARNER BROS.

**FARLEY GRANGER
RUTH ROMAN
ROBERT WALKER**
in **ALFRED HITCHCOCK'S**
**"STRANGERS
ON A TRAIN"**
with Leo G. Carroll
Screen Play by
Raymond Chandler
and Czenzi Ormonde

**GREGORY PECK
VIRGINIA MAYO**
**"CAPTAIN HORATIO
HORNBLOWER"**
directed by **RAOUL WALSH**
Screen Play by Ivan Goff &
Ben Roberts and Aeneas Mackenzie
From the Novel by
C. S. Forester

**"JIM THORPE
— ALL AMERICAN"**
starring
BURT LANCASTER
and **CHARLES BICKFORD**
STEVE COCHRAN
PHYLLIS THAXTER
directed by **MICHAEL CURTIZ**
produced by **EVERETT FREEMAN**
Screen Play by Douglas Morrow
and Everett Freeman
music by Max Steiner
Jim Thorpe, Technical Advisor

The Pulitzer Prize
and Critics Award Play
**"A STREETCAR
NAMED DESIRE"**
An **ELIA KAZAN** Production
Produced by **CHARLES K. FELDMAN**
starring **VIVIEN LEIGH**
and **MARLON BRANDO**
directed by **ELIA KAZAN**
distributed by **WARNER BROS. PICTURES**
screen play by **TENNESSEE WILLIAMS**
Based upon the Original Play
"A Streetcar Named Desire,"
by **TENNESSEE WILLIAMS**
As Presented on the Stage by Irene Mayer Selznick

**DORIS DAY
GORDON MacRAE**
"ON MOONLIGHT BAY"
with **JACK SMITH**
directed by **ROY DEL RUTH**
produced by **WILLIAM JACOBS**
Screen play by **JACK ROSE**
and **MELVILLE SHAVELSON**
Musical Direction **Ray Heindorf**
Musical Numbers Staged &
Directed by **LeRoy Prinz**



This Was The Week When . . .

U-I revealed that it would hold the world premiere of "Bright Victory" at the Victoria, New York, in August. . . . Paramount studio predicted that based on its reception in foreign countries, "Samson And Delilah" would be "the most successful American picture ever released abroad in the company's history," according to a statement by Y. Frank Freeman, vice-president and production head.

The Paramount Pictures board voted a quarterly dividend of 50 cents per share on the common stock. . . . "Bob Mochrie Weeks", June 14-28, were announced as winding up the annual RKO "Ned Depinet Drive", honoring the company sales chief. . . . More than 200 film folk attended the two-day Warners "Look Forward" showings of four features throughout the country on June 12 and 13. . . . WB held the world premiere of "Fort Worth" at three theatres in Fort Worth, Tex., with Randolph Scott and other stars on hand.

The second issue of Paramount's "Merchandising" came off the presses. . . . Paramount held the world premiere of "Ace In The Hole" at three theatres in Albuquerque, N. M., with the usual hoopla. . . . 20th-Fox set a tieup for "David And Bathsheba" involving the Ford Corporation and the Fruehauf Trailer Company.

MacMillen Joins Souvaine

NEW YORK—The recently formed Souvaine Selective Pictures Company, distributor of foreign and American pictures, and the American partners of the government-owned French motion picture combine, "L'Union Generale Cinematographique," announced new expansion and development plans last week.

William C. MacMillen, Jr., president, Pathe Industries and former president, Eagle Lion-Classics, has accepted the chairmanship of the board of directors. Julius Fleischmann, former chairman, will continue on the board as vice-chairman.

Charles Amory, former head, ELC foreign film department, has been appointed vice-president and general sales manager, and will direct a national sales organization. Amory will have 12 selective pictures in distribution by the end of this month. Henry Souvaine continues as president, and Howard L. Taylor is executive vice-president.

Dr. Kalmus Honored

NEW YORK—Announcement was made last week by the British Kinematograph Society that Dr. Herbert T. Kalmus, president-general manager, Technicolor Motion Picture Corporation, Technicolor, Inc., and chairman of the board of the British affiliate, Technicolor, Ltd., had been granted an honorary fellowship.

Arthur Israel Elevated

NEW YORK—Arthur Israel, Jr., executive assistant to President Barney Balaban, was last week elected to the post of assistant secretary, Paramount Pictures Corporation, at a board of directors meeting. All other officers of the corporation were reelected.

"Start With Four Hits"

Since there is nothing like good old-fashioned proof to clinch a point, let it be recorded here that Warners has good reason to face the new season with confidence, if the four pictures shown to the trade during the past fortnight are any criterion.

Rarely has there been such a diversity in quality and merchandise that can be sold to the hilt at any boxoffice. Based on personal estimation and the opinions of exhibitors present at the showings, the brothers Warner can change that slogan to "Start With Four Hits."

To our mind, the top moneymaker of the group is "Captain Horatio Hornblower," a type of film which has always been dough at every type of boxoffice, and the WB version of this spectacular costume drama of early England has been so enhanced by star values in Gregory Peck and Virginia Mayo and production values in Technicolor, backed by the Raoul Walsh direction, that there is no question that it will register with the important WB moneymakers.

"Jim Thorpe—All American," the story of a great athlete, comes timed to hit the football season, powerhoused by Burt Lancaster's topnotch portrayal, and so entwined with Americanism and appeal to the younger set that it, too, will be potent at any boxoffice. This is a commercial film, made for the market, with basic values.

"Strangers On A Train" brings back Alfred Hitchcock into those mystery-drama ranks which have paid off in the past. Back in the groove, this has the Farley Granger-Robert Walker-Ruth Roman triumvirate for the marquee, with a pace that never lets up, climaxed by a finale that will hold any audience's attention.

But it is "A Streetcar Named Desire" which offers the real challenge in the quartet. Without question, this Marlon Brando-Vivien Leigh starrer, adapted from the stage hit, will be a strong grosser in the metropolitan centers and class spots, but the challenge is there for every type of situation which can best merchandise the tangle of sex, drama, comedy, and movement that made this show a stage hit. "Hornblower" will make its mark the easiest of the group, but "Streetcar" cries for the greatest showmanship.

This, in effect, is to say that we, like so many others, believe that our great industry can answer the challenge of TV, tight money, and the other factors which have been pecking away at our grosses with the might we can amass by great entertainment. There is nothing like confidence in ourselves, and that confidence must come from pictures such as these, in which we believe. Again, congratulations to Warners.

JAY EMANUEL

Arnst Heads Montana Exhibs

BILLINGS, MONT.—Fred Arnst was named president, Independent Theatre Owners of Montana, at the group's annual election meeting last fortnight. Others named to office were Jack Suckstorff, reelected vice-president, and Clarence Golder, secretary-treasurer. Directors are N. M. Stubblefield, Tom Grady, Rex Flint, D. E. Lockrem, E. M. Jackson, J. H. Moran, E. R. Munger, and Frank Morgan.

The group approved the Pacific Coast Conference of Theatre Owners' new constitution and by-laws. It was voted to hold the next semi-annual meeting in Butte, Mont., in November.



U-I executives recently greeted Piper Laurie and Tony Curtis, the company's new stars of "The Prince Who Was A Thief," at a reception in New York City. Seen, left to right, are Leon Goldberg, vice-president and treasurer; Adolph Schimel, vice-president and general counsel; Miss Laurie, Alfred E. Daff, vice-president in charge of world sales; Curtis, David A. Lipton, vice-president in charge of advertising and publicity, and James Jordan, circuit sales manager. The stars were on a 16-key city tour for the picture.

United Buys WB Theatres

PORTLAND—One of the largest theatre transactions in the Pacific Northwest in recent years was announced last week by Albert Forman, Portland, vice-president and treasurer, United Theatres. William Forman, his brother, is president of the organization, with offices in Seattle.

The transaction includes purchase of all Warner theatres in the Northwest, the Elsinore and Capitol, Salem, Ore.; the Aberdeen and Bijou, Aberdeen, Wash., and the Hoquiam, Hoquiam, Wash.

Operation of the former Warner theatres will be taken over by the Formans on July 1. Management and personnel will remain practically the same. United Theatres acquired the Grand, Salem, Ore., in 1941, and has also been operating the Liberty and Salem Drive-In. Plans are in the formative stage for bringing road show engagements into Elsinore or Capitol, Salem, later. Marquee and front alterations will be made in the Salem theatres.

The Foremans operate theatres in Oregon, Washington, and California. They have 28 units in the Pacific Northwest.

Texas Drive-In Okehed

WASHINGTON—The first theatre construction appeal made to the National Production Authority's three-man appeals board, that of Concho Theatres, Inc., which plans a new drive-in in San Angelo, Tex., was approved last fortnight.

20th-Fox To Vote On Decree

NEW YORK—It was learned last fortnight that 20th Century-Fox will call a meeting of its stockholders in early October to approve the consent decree in the government anti-trust action.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

WB

"Jim Thorpe—All American"—High rating.

"Captain Horatio Hornblower"—Top-notch.

"A Streetcar Named Desire"—Picturization of stage hit can be sold to the hilt.

"Strangers On A Train"—Fast moving meller has all the angles.

MGM

"No Questions Asked"—Interesting melodrama.

UPT Assumes Loan Obligation

NEW YORK—United Paramount Theatres has merged with its fully-owned subsidiary, United Paramount Theatre Enterprises Corporation, it was revealed last week. Since the subsidiary was the primary borrower under the \$45,000,000 loan from Metropolitan Life Insurance Company, First National Bank of Chicago, Manufacturers Trust Company, and Bankers Trust, UPT now assumes direct obligation of the loan.

Spanish Parley Held Up

MADRID—The Spanish government indicated last week it was awaiting the return of MPEA vice-president John G. McCarthy next month to conclude negotiations on a new film permit system. Negotiations now being carried on informally look to the establishment of an allocation system which would permit a given number of Hollywood imports every year with the distribution supervised by the association.

Chromatic In Deal

NEW YORK—Chromatic Television Laboratories, in which Paramount Pictures has a 50 per cent interest, last week signed a new research and development contract with the air force. It was announced by President Richard Hodgson. The company recently announced plans for the production of direct-view three-color television tubes and receivers.

Ad Heads Agree On Fall Campaign

NEW YORK—Concurring in a tentative decision already made by major company presidents, sales and advertising executives, meeting in the board room of the MPAA, last week approved the general idea of a proposal by COMPO to hold an industry advertising campaign to stimulate business in the fall. The meeting, however, decided that sales and advertising men should hold separate meetings immediately, and give further consideration to the scope and details of the campaign. Barrett McCormick, chairman, Advertising Council, and Ben Kalmen-son, head, distribution committee, will call meetings.

The decision was arrived at after Ned E. Depinet, president, COMPO, and Arthur L. Mayer, executive vice-president, presented a plan for a Movie Theatre Jubilee.



Allied Artists' "I Was An American Spy" recently was premiered simultaneously at two Los Angeles ozoners of Pacific Drive-In Theatres, and glimpsed at one of the openings are, from left, Jane Frazee, Gus Diamond, vice-president, Pacific Drive-In Theatres, Cathy Downs, producer David Diamond, and actress Wanda Hendrix.

Chicago Drive-Ins Subpoenaed

CHICAGO—Subpoenas were served last fortnight on 11 drive-ins in the federal grand jury investigation into charges of price-fixing by the theatres. The drive-ins are the Sky-Hi, North Avenue, Harlem, Riverdale, Starlite, Double, Illinois, ABC, and the 66, all in the Chicago metropolitan territory; the Oak Lawn, Oak Lawn, Ill., and Route 41, Hammond, Ind.

O'Hara Host To Press

NEW YORK—Joyce O'Hara, MPAA vice-president and acting association head, was luncheon host at the Harvard Club last week for publishers and editors of the industry press.

It was an off-the-record confab.

Wanger Signs Deal For AA Releasing

HOLLYWOOD—After six months of negotiations, contracts were signed last week providing a fund of \$5,000,000 for productions by Walter Wanger for Allied Artists release, it was announced by Steve Broidy, president, Allied Artists. The contract involves financing provided by Allied Artists and a syndicate headed by Elliot Hyman, eastern motion picture financier, represented by Stillman and Stillman, New York law firm. Negotiations among all principals were conducted by David Stillman, present at the deal's completion.

The agreement will result in Wanger delivering a minimum of three pictures annually for Allied Artists release over a period of three years. The Wanger unit will start operating immediately under the new releasing banner, with "Flat Top" to be made in color, with the cooperation of the navy, scheduled to launch the program. All pictures will be made in color.

In addition to his Allied Artists films, Wanger will produce during the coming year "The Lady In The Iron Mask" for 20th-Fox.

Arne Hallin Mourned

NEW YORK—Arne Hallin, Metro manager in Sweden, died last week in Stockholm of a cerebral hemorrhage.

One of the pioneer film men in Scandinavia, Hallin was connected with MGM throughout much of his career.

ANSWER TO YOUR TECHNICAL PROBLEMS . . .



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*The Altec
Service Man and
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PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

PEOPLE

NEW YORK—Stanley W. Prenosil, former assistant executive director, Theatre Owners of America, last week joined the Crusade For Freedom organization, which is engaged in the distribution of radio sets to Europeans as a means of combatting Soviet propaganda efforts, and will direct the Crusade campaign in the motion picture industry and among banks.

NEW YORK—N. Peter Rathvon, motion picture financier, and Karl Struss, Hollywood cinematographer, have accepted invitations to be members of the Sylvania Television Awards Committee, it was announced last week by Don Mitchell, president, Sylvania Electric Products, Inc.

NEW YORK—Jay Bonafield, executive vice-president, RKO Pathe, last week announced the promotion of David Cooper as assistant production manager. He will function under the supervision of Douglas Travers, vice-president in charge of production.

NEW YORK—Jack Schertz, formerly account executive for Starlane Productions, last week took over as vice-president in charge of national television sales and distribution for Hyperion Films, Inc.

NEW YORK—Malcolm Kingsberg, former RKO Theatres president, last week became one of eight new directors elected to the board of ACF-Brill Motors Corporation.

NEW YORK—John Hughes was last week named assistant contract manager of United Artists under Joseph Sugar, head, contract and playdate department.

Wolcott Reports To Ia. Board

PEORIA, ILL.—Leo F. Wolcott, Allied Independent Theatre Owners of Iowa and Nebraska, reported last week at a board meeting at the Pere Marquette Hotel that independent exhibitors in the Omaha, Des Moines, and St. Louis territories are violently opposed to the "must" percentage demands being made by Paramount for "Samson And Delilah."

Wolcott recently attended a series of regional and membership meetings in the territory accompanied by A. C. Myrick, Iowa-Nebraska Allied president; Charles Niles, National Allied treasurer, and A. B. Jeffris, president, Mid-Central Allied.

Trathen Reelected In West

SALT LAKE CITY—Ralph Trathen was re-elected chairman, Independent Theatre Owners of Utah and Southern Idaho at the annual meeting last week. Others named were: Jay Christensen, treasurer; Art Jolley, Utah trustee, and Hilmer George, Idaho trustee. Trathen, Gillette, Harry Gordon, Christensen, Jolley, and George were named directors. The firm of Cooper and Crowe was retained as executive secretary, with the expectations that they will work out a public relations program.



Maurice Duke, producer of "Disc Jockey" for Allied Artists, recently was host to the trade press in New York City, and seen from left to right are Clarke Reynolds, Duke's writer; Duke; Sam Melcher, Tom Canning, George Gilbert, Mel Konecoff, EXHIBITOR; Bill Specht, Ed Laura, Alan Ames, and Mrs. Duke.

Tenn. Exhibitors In Annual Meeting

MEMPHIS—M. A. Lightman, Sr., pinch-hitting for Gael Sullivan, TOA executive director, at the annual meeting of Tennessee Theatre Owners Association last week said that divorcement was termed one of the industry's greatest mistakes. Lightman compared television to the fear of radio when the latter first appeared, and said that theatres would learn to live and profit from TV. He, however, censured drive-ins which admitted a carload on one admission.

Sam Kirby, president, ITO of Arkansas, protested against the House Ways and Means Committee's recommendations to lift admission taxes on so-called non-profit amusements. Richard R. Pitts, New York, also spoke.

Reelected were Jay Solomon, president; Bill Ruffin, Jr., vice-president, and Emil Bernstecker, secretary-treasurer. Directors are D. D. Sapinsley, Jim West, Evan Sprott, Nathan Flexer, George Gaughn, Walter Morris, Kermit Stengel, Mose Lebovitz, Cowan Oldham, and R. B. Wilby.

Theatre TV Sellout With Louis-Savold Fight

NEW YORK—Nine theatres in six cities using theatre TV played to turnaway crowds on June 15 as the Louis-Savold fight, sent exclusively to the houses, proved a magnet that proved the potentiality of the device as a gross builder.

Houses participating were RKO's Keith, Washington, D. C.; Tivoli and State Lake, Chicago; Rome Theatres' Harlem, Baltimore, Md.; Fabian Palace, Albany; Loew's Century, Baltimore; Shea's Fulton, Pittsburgh; RKO Palace, Cleveland, and District Theatres' Leader, Washington. Crowds were reported enthusiastic.

The Fulton raised its price to \$1.30 from an 85-cent normal, but other theatres kept their regular admissions with the exception of the Lincoln, Washington, which went to 74 cents from 50 cents.

The promoters of the fight were reported getting 40 cents a head, totalling \$8000 for the night.

Next fight to be televised exclusively to theatres will be that between LaMotta and Murphy on June 27, with no New York City houses included.

Myers Testifies On Trust Suit Limit

WASHINGTON—Abram F. Myers, testifying last fortnight at the concluding session of a House Judiciary sub-committee holding hearings on a bill to set up a uniform federal six-year statute of limitations on private treble damage anti-trust suits, supported the six-year limit as "quite fair, certainly much fairer than the three-year limitation" proposed by the Motion Picture Association of America attorney Kenneth Royall during previous testimony. Myers challenged the distributors to enter into "bona fide negotiations and agreement" for an industry arbitration system, and declared that he believed that all major industry disputes, including claims for damages for violations of the anti-trust laws, could be arbitrated.

Deletions Made In 20th-Fox Decree

NEW YORK—The consent decree entered into by 20th-Fox and the Department of Justice was formally signed last fortnight but not before both parties agreed to some deletions which would have seriously affected at least 100 treble damage anti-trust suits now pending.

The clause stricken out was a footnote, addended to a statement that "this judgment is rendered and entered in lieu of and in substitution for the Decrees of this court dated Dec. 31, 1946, as amended, and Feb. 8, 1950", and read: "It is not intended by the entry either of this judgment against the RKO defendants on Nov. 8, 1948, or of the judgment entered against the Paramount defendants on March 3, 1949, or of the judgment entered against the Warner defendants on Jan. 4, 1950, or by said judgments themselves to vacate or affect adjudications made in Equity Cause 87-273 of violations of the Sherman Act by said defendants."

This footnote would permit the introduction of the 20th-Fox decree as admissible evidence of anti-trust violations in private suits of similar nature, a procedure which was disallowed in the Fifth and Walnut case which tried to bring the Paramount decree to bear. Such a move would have proved costly to all major companies, who are defendants in more than 100 treble damage actions.



MISCELLANEOUS

Newsreels

MOVIETONE NEWS (Vol. 34, No. 48) England: Margaret Truman visits Shakespeare's birthplace. Norfolk, Va.: Four destroyers back from Korea. England: Bradley honored by Cambridge. Cincinnati: Degree in music to Jane Froman. Pawtucket, R. I.: Rosary Hour held at Narragansett (only Boston). Wichita, Kans.: Home town hails Korea jet fighter ace (only Kansas City). England: Princess Elizabeth at "Trooping The Color" in London (except Boston and Kansas City). USA: Travel fashions. New Rochelle, N. Y.: Round Robin golf won by Argentinean. Gooseberry Point, Wash.: Indians in war canoe races. Exclusive: Florence Chadwick trains for English Channel swim.

NEWS OF THE DAY (Vol. XXII, No. 282) England: Princess Elizabeth at "Trooping The Color" in London. England: Margaret Truman visits Shakespeare's birthplace. Washington: Robert Vogeler reveals Red torture in Hungary. Indo-China: General de Lattre de Tassigny flies home to France with body of hero son. Germany: International boxing bout at Hamburg. Livermore, Cal.: Rodeo.

PARAMOUNT NEWS (No. 85) England: Princess Elizabeth at "Trooping The Color" in London. France: Preelection fever. Washington: Robert Vogeler reveals Red torture in Hungary. Ridgefield, Conn.: Summer weekend fashions. Portland, Ore.: Rose festival. Livermore, Cal.: Rodeo.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 464) San Francisco, The Netherlands, and Athens, Greece: UN vets return from Korea. England: Princess Elizabeth at "Trooping The Color" in London. Canada: Log jam. Germany: International boxing bout at Hamburg. Livermore, Cal.: Rodeo. Portland, Ore.: Rose festival (Portland only).

WARNER PATHE NEWS (Vol. 22, No. 87) Washington: Robert Vogeler reveals Red torture in Hungary. England: Princess Elizabeth at "Trooping The Color" in London. England: Bradley honored by Cambridge U. Canada: Log jam. France: Paris honors heroes killed in Indo-China. Portland, Ore.: Rose festival (Portland only).

TELENEWS DIGEST (Vol. V, No. 24-A) England: Diplomats disappear. Austria: Russians ousted from Salzburg. Japan: Battleship New Jersey arrives. Korea: G.I.'s combat dust. France: Pre-election fever. Israel: Prime minister Ben-Gurion returns. England: King Haakon, Norway, visits. England: Princess Elizabeth at "Trooping The Color" in London. Bridgehampton, L. I.: Sport car road race.

IN ALL FIVE:

England: Margaret Truman in London.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 47) New York: Police foil bridge leap. France: Eisenhower at Normandy Beach Head anniversary. West Point, N. Y.: Graduation. Italy: Pius X beatified by Pope in Rome. Camden, N. J.: High dive into fiery water. Palisades Park, N. J.: Summer's silly season starts.

NEWS OF THE DAY (Vol. XXII, No. 281) France: Eisenhower at Normandy Beach Head anniversary. New York: Police foil

Summer Releases Revealed By U-I

NEW YORK—Consistent with U-I's policy of delivering a steady flow of highly commercial pictures capable of attracting the widest possible audience, the company has set for release during the summer a group of pictures representing one of the greatest U-I boxoffice potentials, Alfred E. Daff, director of world sales, announced last week.

In the group are: "The Prince Who Was A Thief", "Francis Goes To The Races", and "Comin' 'Round The Mountain," in July.

August includes "Cattle Drive", "Mark Of The Renegade", and "Iron Man." August will also see the pre-release of "Bright Victory."

bridge leap. West Point, N. Y.: Graduation. Italy: Pius X beatified by Pope in Rome. Germany: Wild horse round-up. Camden, N. J.: High dive into fiery water.

PARAMOUNT NEWS (No. 84) New York: Police foil bridge leap. France: Eisenhower at Normandy Beach Head anniversary. Italy: Pius X beatified by Pope in Rome. Germany: Army's canine radar. New York: "Hope" ship comes in.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 463) Italy: Pius X beatified by Pope in Rome. Philadelphia: Last rites for Cardinal Dougherty. Stockton, Cal.: Seesaw learning. Seattle: Water skiers launched. West Point, N. Y.: Graduation. San Bruno, Cal.: Pretty pose parade (San Francisco only).

WARNER PATHE NEWS (Vol. 22, No. 86) New York: Police foil bridge leap. West Point, N. Y.: Graduation. France: Eisenhower at Normandy Beach Head anniversary. Camden, N. J.: High dive into fiery water. Exclusive: Preakness winner meets Derby winner. Philadelphia: Last rites for Cardinal Dougherty (Philadelphia only).

TELENEWS DIGEST (Vol. V, No. 23-B) France: Journey's end: Home from field of battle in Indo-China comes General de Lattre de Tassigny, commander-in-chief of the French Forces, with the body of his 23-year-old son, Bernard. England: Mobile troops for Near East. Italy: Pius X beatified by Pope in Rome. Puerto Rico: Elections for constitution. England: Margaret Truman in London. Washington: British Embassy garden party. New York: Police foil bridge leap.

NATIONAL BOARD OF REVIEW

June 9, 1951

STARRED SELECTED FEATURES: "The Frogmen" (20th-Fox); "Pool Of London" (English-made) (U-I); **SELECTED FEATURE:** "That's My Boy" (Para.).

Petrillo Named By Musicians

NEW YORK—James C. Petrillo last fortnight was reelected president, American Federation of Musicians, AFL, for the 12th successive year. Charles L. Bagley, Los Angeles, was reelected vice-president, and four incumbents of the union's international executive board were also reelected.

Schwartz Deal Revealed

NEW YORK—It was revealed last week that Sol A. Schwartz, RKO Theatres president, will receive a salary of \$78,000 annually plus expenses under a recently concluded three-year employment contract.

Konecoff

(Continued from page 8)

it is planned to have Kathy Beaumont, whose voice will be heard in the title role, appear thereon as well as to plug the picture.

He revealed that he now has "Peter Pan," an all-cartoon feature, in work. This will be finished next spring for probable Christmas release. "Robin Hood" will be completed in August, and will be released next year. He will continue to turn out the three-reel "True Adventure" series released at the average rate of two per year, as well as his 18 shorts annually. Other properties which will be considered for the future are "Hiawatha", "Sleeping Beauty", and "The Sword In The Stone", and he figures to continue turning out feature-length cartoons at the rate of one about every 18 months.

THE METROPOLITAN SCENE: Roy Rogers and Dale Evans were in for a merchandise meeting as well as to discuss contract possibilities with several distributors, and to arrange for a television show. . . . Norman Elson, president, Guild Enterprises, Embassy Newreel, announced that two of the houses would be equipped with large screen television systems, to be installed in September, the Guild and the Embassy Broadway. The others in the circuit may also be eventually equipped similarly. . . . Paramount's "Ace In The Hole," bows in locally at the Globe via a gala premiere for the benefit of the welfare fund of the Newsdealer's Association of Greater New York. . . . Herman Kass, U-I home office exploitation representative, became a father for the first time when his wife introduced a six-pound, 10-ounce boy into the picture business. . . . The Trans-Lux, 85th Street, promoted 50 carnations for the first 50 fathers in on Father's Day. . . . 20th Century-Fox garnered quite a bit of space for "The Frogmen" with the junket to Virginia. . . . The comic book, Classics Illustrated, devotes an issue to Cyrano de Bergerac, and 15,000 have been sent out the country over via UA branches. . . . A good pressbook is out on "Fabiola," and an okeh entry on "As Young As You Feel."

Para. Sets New SS Group

NEW YORK—The first 10 pictures of Paramount's A-11 (1951-52) season are now available to the company's Security Service accounts, it was announced last week by A. W. Schwalberg, president, Paramount Film Distributing Corporation.

Inaugurated in 1949, and now in its third successive season, the Security Service plan was set up to enable exhibitors in the smaller situations to contract for a large number of pictures at one time. Each picture, however, is sold individually on its own merits, with a 20 per cent cancellation clause provided for those films which have not yet been tradeshow.

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over 1/4 Century

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20th-Fox Pledges Highest Cooperation

LOS ANGELES—20th-Fox held its annual sales meeting here last week with the opening day seeing a pledge to exhibitors from the company that there would be the fullest cooperation in the exploitation of its product, and to realize the largest possible revenue for distribution and exhibition consistent with sound business ethics.

Al Lichtman, director of distribution, said that the day marked the merger of sales with advertising and exploitation. He asserted the job of every division and branch manager, salesman, and booker begins after he has secured a picture contract and playdate, that job being to assist the exhibitor to sell the company's films to the public. The exhibitor cannot tackle the job alone, and the sales force must give help. Lichtman declared no production will be allowed to open unless the division manager is certain it is pre-sold in his territory.

Lichtman said 20th-Fox faces the future with "courage and optimism," and has made great strides in the production of quality pictures, as attested by awards and citations to the company, Darryl F. Zanuck, production chief, and others.

Establishment of "the finest possible relationship with customers on the highest business level" was promised by Lichtman.

President Spyros P. Skouras said the convention would discuss sales policies and methods to improve them, not only for the firm but for the rest of the industry.

Saying that "we are facing a challenge but look ahead with extreme confidence," Skouras referred to motion pictures as "the greatest entertainment medium for which there is no substitute." He reiterated his statement at the stockholders' meeting that by the end of 1951 the company will rack up the best showing in its history.

Joint efforts of the sales and advertising departments were endorsed by Charles Einfeld, publicity-advertising-exploitation chief, who asked that delegates speak openly and frankly, and be entirely scientific in discussions on improving business.

Following the introduction of new appointees, Eddie Aaron, Arthur Silverstone, Moe Levy, Peter Myers, Bob Conn, Ralph Pielow, Jr., Kenneth Lloyd, Jack Burk, Phil Sherman, Abe Dickstein, Alex Harrison, and Eddie Erickson, the meeting went into a general discussion of the print situation.

Charles Skouras, National Theatres head, and other executives of the circuit forecast a potential gross of between \$6,000,000 and \$10,000,000 for 20th-Fox's forthcoming "David And Bathsheba," following a screening.

The company announced plans to spend more than \$1,200,000 on an advertising-publicity campaign for the Technicolor film.

Einfeld outlined details of the campaign, to be aimed at "a billion readers," and distribution head Lichtman described the workings of a new super-exploitation system calling for a sales and advertising merger.

Others who addressed the meeting were Jonas Rosenfield, Jr., Jim Denton, Rodney

Old Republic Films Shown For TV Sales

HOLLYWOOD—Hollywood Television Service, new Republic sales subsidiary, this week was to hold the first screening of old Republic product available for use on television before a group of advertising agency representatives.

The films are being offered in blocks of 13, 26, and 52. First of the 150 films will be ready for television within a month, after reediting and rescoring are accomplished.

Allied Theatre Owners of New Jersey last week issued the following statement in regard to Republic's plans to supply films for television use:

"Certainly no film company can be foolish enough to believe that any theatre owner will continue to support it once he knows that this company's product has been sold to television. It has come to our attention that Republic has sold films to television. New Jersey Allied is advising its members of the fact, and knows that they will know what to do about it."

Bush, Sterling Silliphant, and Irving Rubine.

The company announced it will have a large cooperative advertising budget to help exhibitors to promote "David And Bathsheba" locally.

The company will initiate a series of conferences with exhibitors to find ways and means of preventing revenue from being spread too thin because of the simultaneous showing of the same picture in too many theatres, Lichtman told the delegates.

The exhibitor-conferences move was also dictated, Lichtman stated, by the fact that his field reports showed growing awareness among exhibitors that moviegoers were not getting selectivity of pictures necessary for healthy boxoffice. Reiterating his assertion that the company needs progressive showmanship, Lichtman said that the times call for a reevaluation of the habits of moviegoers.

Other highlights were the setting of distribution policy for "David And Bathsheba" and "Decision Before Dawn."

"David And Bathsheba," it was revealed, will open in eight key cities the latter part of August: New York, Los Angeles, San Francisco, Kansas City, Chicago, Philadelphia, Boston, and Toronto.

"Decision Before Dawn" probably will have its first long showings around Labor Day in New York, Los Angeles, and Chicago before going into national release. The advertising campaign for "Decision Before Dawn" calls for major national magazine ads plus teaser campaigns in almost 100 of the nation's trading areas.

Frank McCarthy, who, with Anatole Litvak, co-produced the film, was among those addressing the convention.

Einfeld presented advertising plans for top pictures to be released during the next four months, "The Frogmen", "Take Care Of My Little Girl", "The Secret Of Convict Lake", "Mr. Belvedere Rings The Bell", "People Will Talk", "As Young As You Feel", "Meet Me After The Show", "No Highway In The Sky", and "The Desert Fox." Plans call for stepped-up local point-of-sale campaigns.

Utah Distrib. Suits End In Settlement

NEW YORK—All pending percentage litigation in the federal court in Utah has been terminated, either by settlement or entry of judgments for the various distributors, and the cases have been removed from the docket of the United States District Court for the District of Utah, it was announced last week.

The eight actions brought against the estate of the late Claude C. Hawk and the Claude Hawk Corporation were settled after the jury had been impaneled and sworn, by the corporate defendant paying in full the amount claimed by the plaintiffs to be due for the period of its operation of the Hawk Circuit, and by the entry of judgments aggregating \$10,629.11 against the estate of the late Claude C. Hawk, who had operated the theatres prior to the corporate defendant. After Judge Ritter signed the orders dismissing the actions as to the corporate defendant and signed the judgments against the defendant estate, he dismissed the jury.

The percentage actions brought in the same court by seven of the distributors against Samuel L. Gillette and Associated Amusement Company, operating theatres and drive-ins in Utah and other states, were also settled, by payment to the distributors of their claims for the six-year period prior to the commencement of the actions, and orders dismissing the settled actions were entered.

Guild Meet On Salary Cuts

HOLLYWOOD—Screen Producers Guild met jointly with the Screen Writers Guild and the Screen Directors Guild last week to present a solid front against acceptance of voluntary salary reductions as proposed by 20th-Fox. Artists Managers Guild advised its talent clients to follow the decisions of their respective guilds.

Cooperative advertising will be offered to every first-run and subsequent-run theatre in the country where exhibitors contribute to a joint effort in merchandising 20th-Fox product, it was decided.

Exhibitors will be expected to maintain present advertising budgets, even though the cooperative deal will call for more than they are spending on advertising now.

Branch managers and salesmen will spearhead the co-op. program on the local level in each area.

Delegates heard Joseph M. Schenck call for greater effort for the welfare of the industry, and Zanuck urge a return to pictures with the accent on motion based on sound stories, and promised more pictures of showmanship quality.

Schenck paid tribute to the leadership of the 20th Century-Fox executive staff, naming President Skouras, Zanuck, Murray, Silverstone, Lichtman, and Einfeld as the "generals" spearheading the company's successful efforts for the future.

Zanuck reported that the studio has 17 films in the can or in the final stages of production.

Others who spoke at the convention were George Dembow, NSS; Paul Terry, Terrytoon producer; Aaron; Arthur Silverstone, eastern sales manager, and Peter Levathes, short subjects sales manager.

STUDIO SURVEY

DEPARTMENT

JUNE 20, 1951



VOL. 4, NO. 7





5 out of First 6 -Top Grossers of 1950

From VARIETY'S ANNUAL round-up of
TOP-GROSSING Film Productions LIST:

1. "Samson and Delilah" . . . **TECHNICOLOR** . . . Paramount
2. "Battleground" **TECHNICOLOR** MGM
3. "King Solomon's Mines" . . . **TECHNICOLOR** MGM
4. "Cheaper By The Dozen" . **TECHNICOLOR** 20th-Fox
5. "Annie Get Your Gun" . . . **TECHNICOLOR** MGM
6. "Cinderella" **TECHNICOLOR** Disney-RKO

Other Films High On The List Are:

- "Broken Arrow" **TECHNICOLOR** 20th-Fox
 "Flame and the Arrow" . . . **TECHNICOLOR** Warner Bros.
 "On The Town" **TECHNICOLOR** MGM
 "3 Little Words" **TECHNICOLOR** MGM
 "Black Rose" **TECHNICOLOR** 20th-Fox

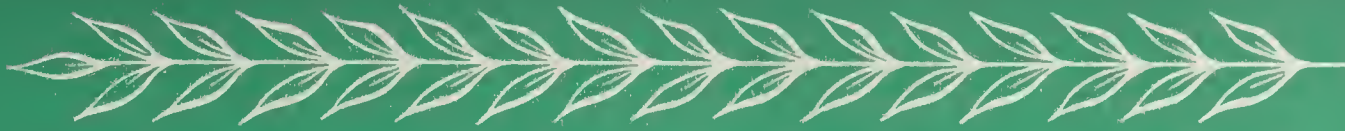
**...The magic phrase which, throughout the world, denotes the ultimate in technical perfection...indicative of EXTRA Effort...EXTRA Quality...EXTRA Entertainment and EXTRA BOX-OFFICE Appeal.*

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TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER



THIS, the third annual LAUREL AWARDS poll, is particularly significant.

For new milestones have been passed. The balloting has become international, and the 1950-51 tabulation has been guided by principles announced by Paul Manning, editor, STUDIO SURVEY, when he wrote:

"This year there will be inaugurated a system of poll diversification which is unprecedented in motion picture trade paper history. Several years ago, this editor wrote an open letter to the Academy of Motion Picture Arts and Sciences stating that in his opinion its top honors excluded many deserving artists. We did not rightly see how anyone could honestly choose between a top dramatic performance and a top comedy performance or a top musical chore. The same goes for everyone connected with all of these high ranking pictures. We could not see how voters could be asked to select between the dramatic ability of, let us say, Jose Ferrer, and the delightful antics of Bob Hope, or selecting between the personalities of Olivia de Havilland, Betty Hutton, or Marjorie Main. So we have now decided to use this basic honest principle in the LAUREL AWARDS poll. Not only will this spotlight the players but also the producers and directors of these pictures. Everyone connected with the production of the best of the year is entitled to a moment in the sun."

And that, basically, represents the new departure of the LAUREL AWARDS this year.

True, the classifications so important to production and exhibition are retained, the leading features, the male and female stars, and the other categories, in addition to the shorts and theatremen's preferences as to companies.

Returns were greater this year, indicating that not only were exhibitors more anxious than ever to indicate their selections but the editors believe that the balloting was even more representative than in the years previous, which then set new high standards.

However, nothing can tell the story better than the results of the ballots. On the pages that follow the complete story is published. To those who helped make them possible and to those who are among the leaders go heartfelt thanks.

THE EDITORS

STUDIO SURVEY Appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles, California. For all other information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York office: 1600 Broadway, New York 19, New York.



MGM's *"King Solomon's Mines"* (BEST GENERAL ENTERTAINMENT)

Starring DEBORAH KERR and STEWART GRANGER

With RICHARD CARLSON, HUGO HAAS, LOWELL GILMORE.

Produced by SAM ZIMBALIST

Directed by COMPTON BENNETT and ANDREW MARTON.

Color by Technicolor.



Producer:
SAM ZIMBALIST



Directors:
COMPTON BENNETT
ANDREW MARTON



20th Century-Fox's *"Cheaper By The Dozen"* (BEST COMEDY)

Starring CLIFTON WEBB, JEANNE CRAIN, MYRNA LOY

With BETTY LYNN, EDGAR BUCHANAN, BARBARA BATES, MILDRED NATWICK, SARA ALLGOOD, JIMMY HUNT.

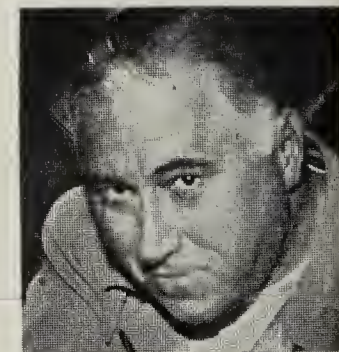
Produced by LAMAR TROTTI.

Directed by WALTER LANG.

Color by Technicolor.



Producer:
LAMAR TROTTI



Director:
WALTER LANG



Producer:
ARTHUR FREED



Director:
GEORGE SIDNEY



MGM's *"Annie Get Your Gun"* (BEST MUSICAL)

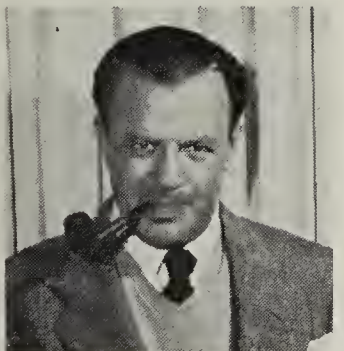
Starring BETTY HUTTON, HOWARD KEEL

With LOUIS CALHERN, J. CARROL NAISH, EDWARD ARNOLD, KEENAN WYNN.

Produced by ARTHUR FREED. Directed by GEORGE SIDNEY. Color by Technicolor.



Producer:
DARRYL F. ZANUCK



Director:
JOSEPH L. MANKIEWICZ



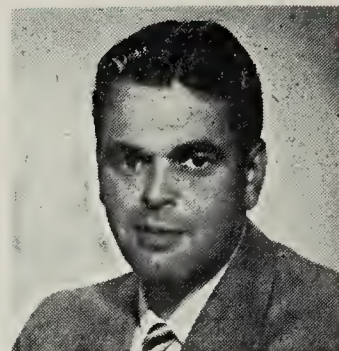
20th Century-Fox's *"All About Eve"* (BEST DRAMA)

Starring BETTE DAVIS, ANNE BAXTER, GEORGE SANDERS, CELESTE HOLM

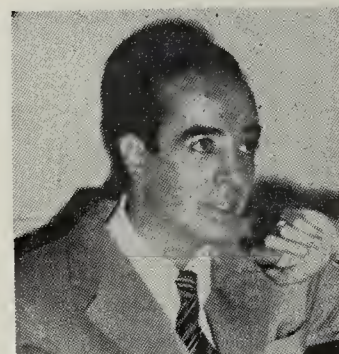
With GARY MERRILL, HUGH MARLOWE, GREGORY RATOFF, THELMA RITTER.

Produced by DARRYL F. ZANUCK. Directed and written for the screen by JOSEPH L. MANKIEWICZ.





Producer:
PANDRO S. BERMAN



Director:
VINCENTE MINNELLI

MGM's *"Father Of The Bride"*

Starring SPENCER TRACY, JOAN BENNETT, ELIZABETH TAYLOR
With DON TAYLOR, BILLIE BURKE, LEO G. CARROLL, MORONI OLSEN.
Produced by PANDRO S. BERMAN. Directed by VINCENTE MINNELLI.



Producer:
JACK CUMMINGS



Director:
RICHARD THORPE

MGM's *"Three Little Words"*

Starring FRED ASTAIRE, RED SKELTON, VERA-ELLEN
With ARLENE DAHL, KEENAN WYNN, GALE ROBBINS, GLORIA DE HAVEN, PHIL REGAN.
Produced by JACK CUMMINGS. Directed by RICHARD THORPE. Color by Technicolor.



Producer:
JULIAN BLAUSTEIN



Director:
DELMER DAVES

20th Century-Fox's *"Broken Arrow"*

Starring JAMES STEWART

With JEFF CHANDLER, DEBRA PAGET, BASIL RUYSDAEL, WILL GEER, JOYCE MACKENZIE, ARTHUR HUNNICUTT.

Produced by JULIAN BLAUSTEIN. Directed by DELMER DAVES. Color by Technicolor.



Producer:
S. SYLVAN SIMON



Director:
GEORGE CUKOR

Columbia's *"Born Yesterday"*

Starring BRODERICK CRAWFORD, JUDY HOLLIDAY, WILLIAM HOLDEN

With HOWARD ST. JOHN, FRANK OTTO, LARRY OLIVER, BARBARA BROWN.

Produced by S. SYLVAN SIMON. Directed by GEORGE CUKOR.

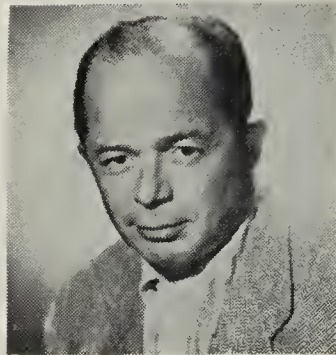


Paramount's *"Sunset Boulevard"*

Starring WILLIAM HOLDEN, GLORIA SWANSON, ERICH VON STROHEIM
With NANCY OLSON, FRED CLARK, LLOYD GOUGH, JACK WEBB.
Produced by CHARLES BRACKETT. Directed by BILLY WILDER.



Producer:
CHARLES BRACKETT



Director:
BILLY WILDER



20th Century-Fox's *"Mister 880"*

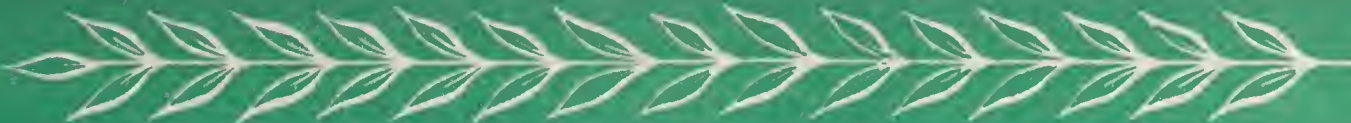
Starring BURT LANCASTER, DOROTHY MCGUIRE, EDMUND GWENN
With MILLARD MITCHELL, MINOR WATSON, HOWARD ST. JOHN.
Produced by JULIAN BLAUSTEIN. Directed by EDMUND GOULDING.



Producer:
JULIAN BLAUSTEIN



Director:
EDMUND GOULDING



20th Century-Fox's *"Three Came Home"*

Starring CLAUDETTE COLBERT

With PATRIC KNOWLES, FLORENCE DESMOND, SESSUE HAYAKAWA, MARK KEUNING.

Produced by NUNNALLY JOHNSON. Directed by JEAN NEGULESCO.



Producer:
NUNNALLY JOHNSON



Director:
JEAN NEGULESCO



Producers:
HAROLD HECHT
FRANK ROSS



Director:
JACQUES TOURNEUR



Warners' *"The Flame And The Arrow"*

Starring BURT LANCASTER, VIRGINIA MAYO, ROBERT DOUGLAS

With ALINE MacMAHON, FRANK ALLENBY, NICK CRAVAT.

Produced by HAROLD HECHT and FRANK ROSS. Directed by JACQUES TOURNEUR.

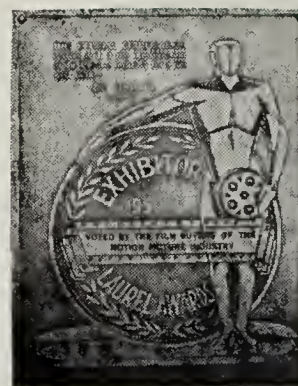


SPECIAL AWARDS



Dore Schary

Outstanding executive leader
of the motion picture industry
in promoting public good will.

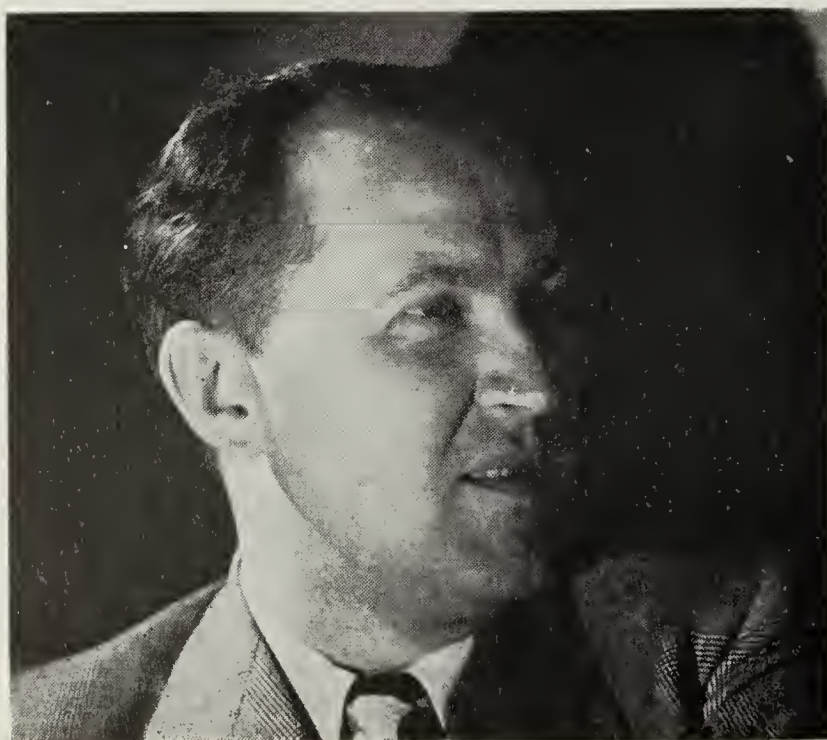


James Stewart

for

"Harvey"

Most original performance
of the year by an actor.



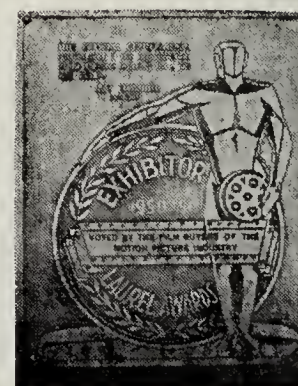
George Pal

for

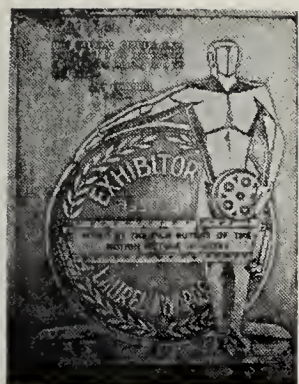
The Science-Fiction Trailblazer

"Destination Moon"

Which set new high standards
in science-fiction production.

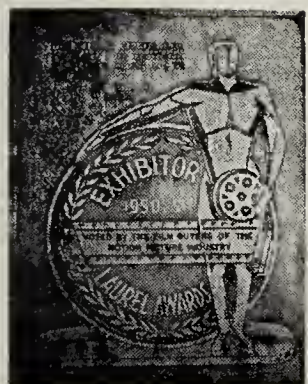


SPECIAL AWARDS



Walt Disney

All-Time King
of
Merry Screen Entertainment



Stanley Kramer

for
"Cyrano De
Bergerac"

Which set new high standards
in the filmization of a classic.



Arthur Lubin

for the direction of

"Francis"

The most original and novel
screen idea of the year.





SPECIAL AWARDS



Robert L. Lippert

for

"Rocketship X-M"

The year's most dynamic,
independently produced
exploitation film.

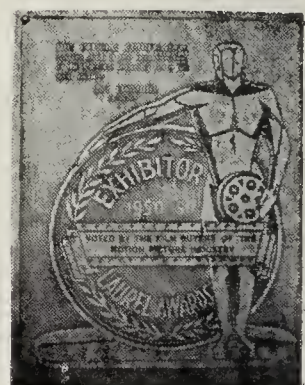


World Artists, Inc.

for

"Of Men And Music"

Which set new high standards
in bringing classical music
culture to the
motion picture screen.

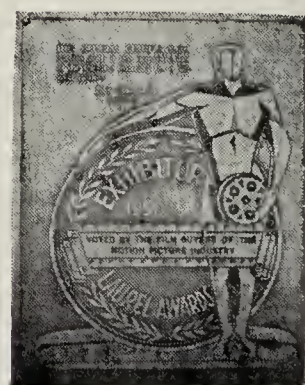


Arthur Hornblow, Jr.

for

**"The Asphalt
Jungle"**

Which set new high standards
in crime-action productions.



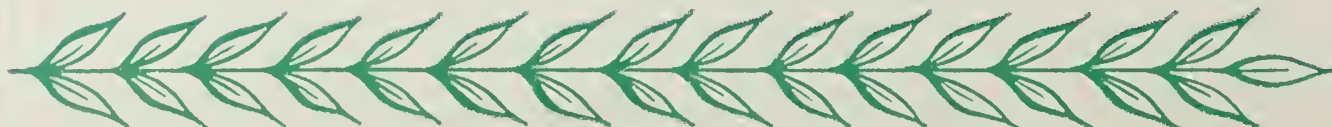
THANK YOU.

Dore Schary



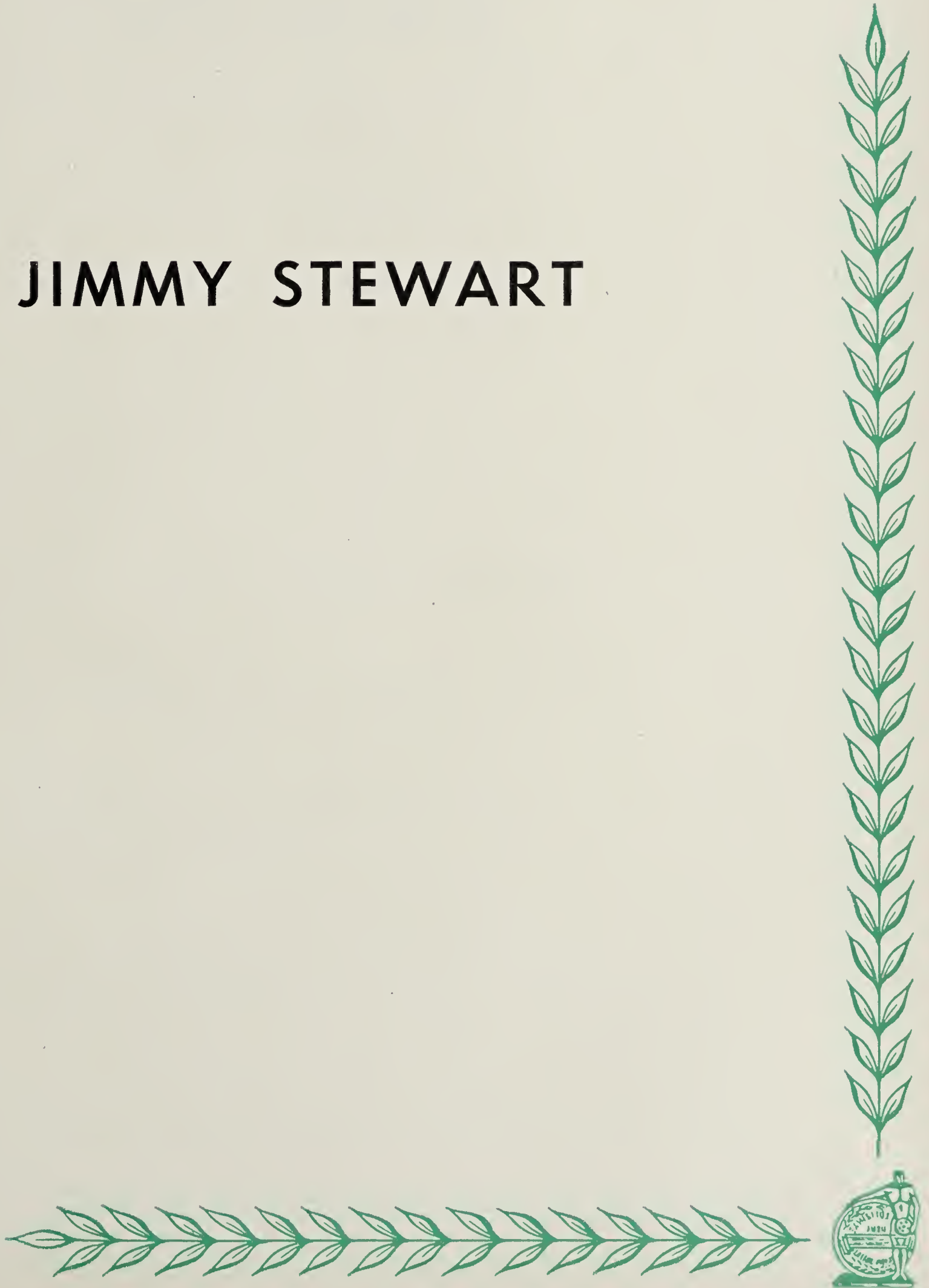
MY SINCERE THANKS
AND APPRECIATION TO
"EXHIBITOR"

WALT DISNEY



JIMMY STEWART

June 20, 1951



George Pal

PRODUCER

IN RELEASE — ★ DESTINATION MOON
... U.A.

COMPLETED — ★ WHEN WORLDS COLLIDE
... PARAMOUNT

PREPARING — ★ H. G. WELLS—WAR OF THE WORLDS
... PARAMOUNT



WORLD ARTISTS, INC.

Producers of

"OF MEN AND MUSIC"

Sincerely appreciate

The Exhibitor Laurel Award.

And thank:

★ ARTUR RUBINSTEIN

★ JAN PEERCE

★ NADINE CONNER

★ JASCHA HEIFETZ

AND

★ DMITRI MITROPOULOS

CONDUCTING

THE PHILHARMONIC SYMPHONY
ORCHESTRA OF NEW YORK

Whose Artistry made "OF MEN AND MUSIC"
a Motion Picture Worthy of the Laurel Award

— A 20th Century-Fox Release —



Arthur Lubin

A DISTINGUISHED YEAR OF DIRECTION

"FRANCIS"

U.I.

"QUEEN FOR A DAY"

A Robert Stillman Production
for U.A.

"FRANCIS GOES TO THE RACES"

U.I.

"RHUBARB"

PARAMOUNT



Sincere Thanks.

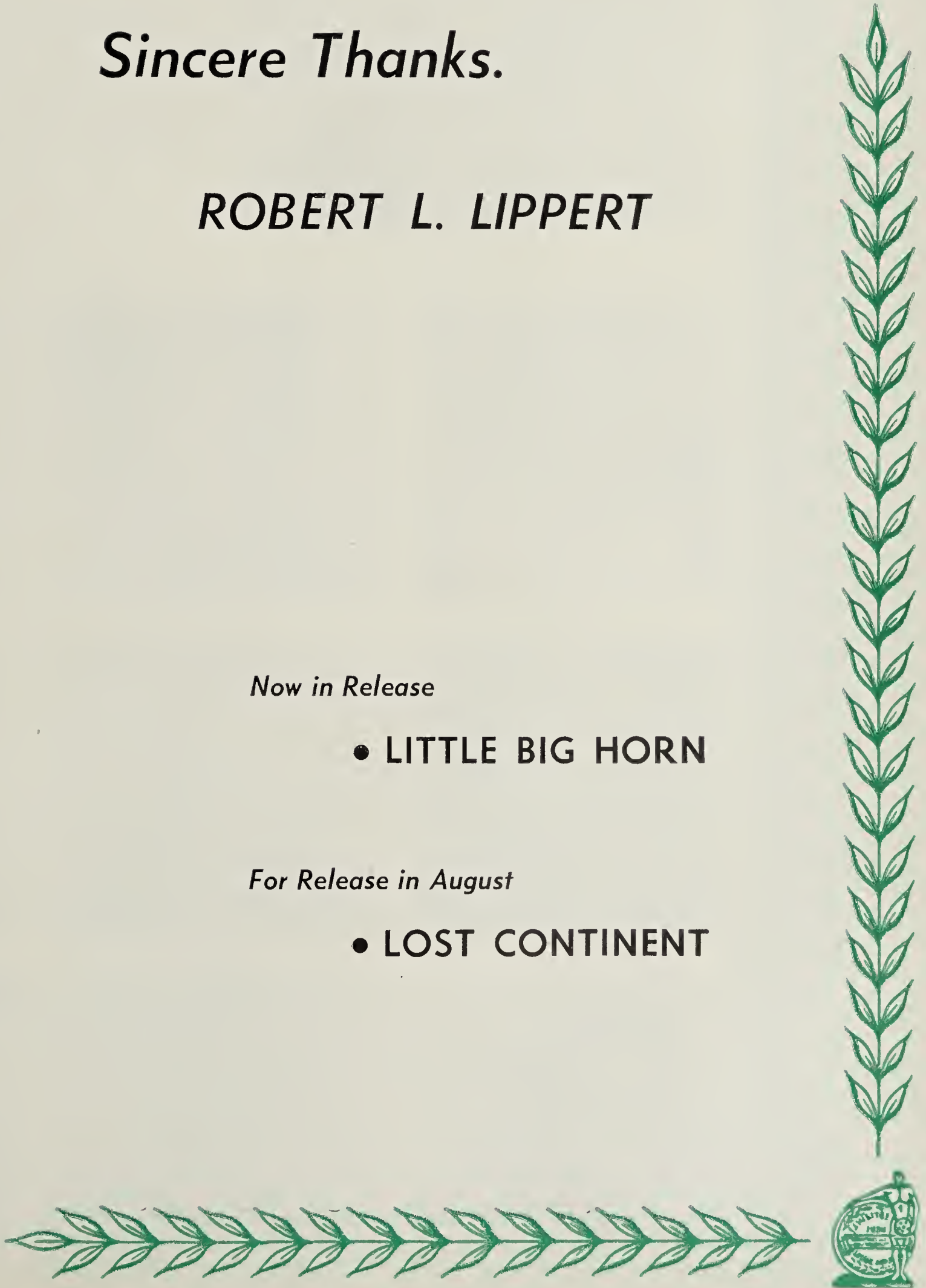
ROBERT L. LIPPERT

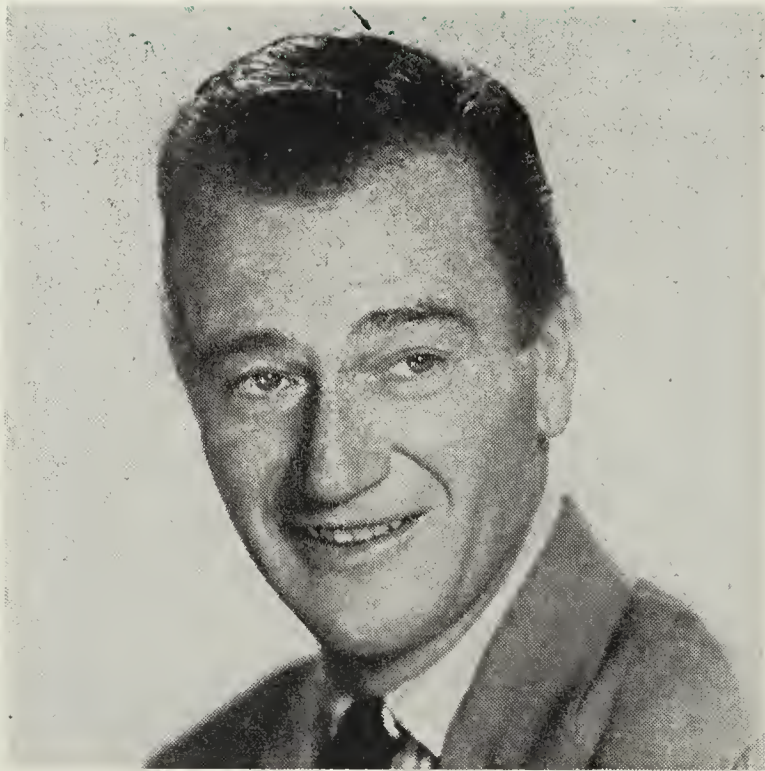
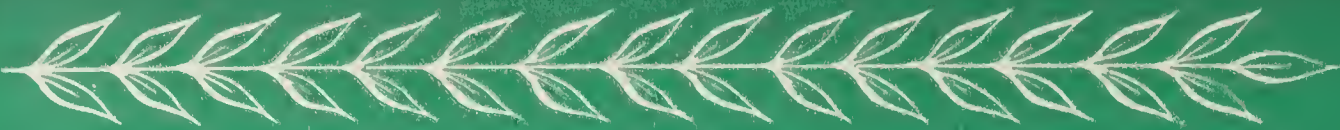
Now in Release

● **LITTLE BIG HORN**

For Release in August

● **LOST CONTINENT**



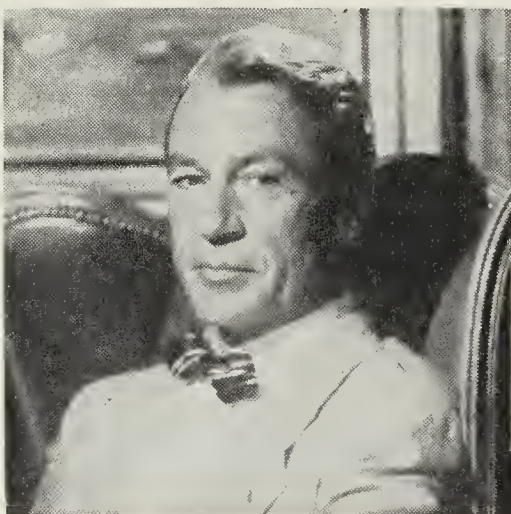


JOHN WAYNE

TOPLINER

MALE STARS

- | | |
|------------------|-----------------------------|
| 1. JOHN WAYNE | 6. CLARK GABLE |
| 2. GARY COOPER | 7. BOB HOPE |
| 3. BING CROSBY | 8. ABBOTT AND COSTELLO |
| 4. JAMES STEWART | 9. RANDOLPH SCOTT |
| 5. SPENCER TRACY | 10. DEAN MARTIN-JERRY LEWIS |



GARY COOPER



BING CROSBY



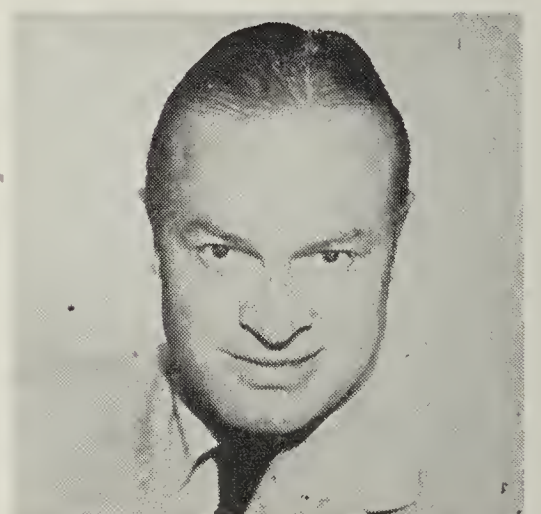
JAMES STEWART



SPENCER TRACY



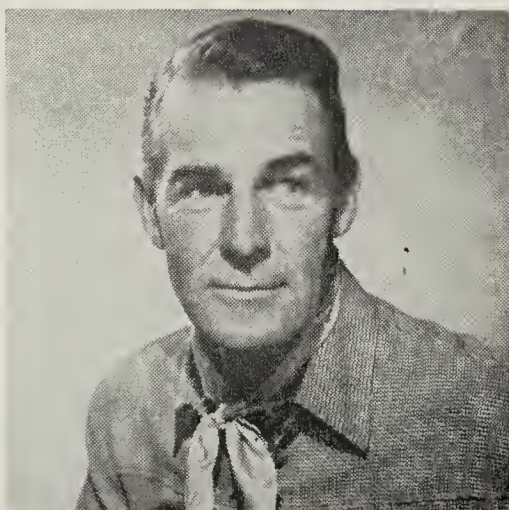
CLARK GABLE



BOB HOPE



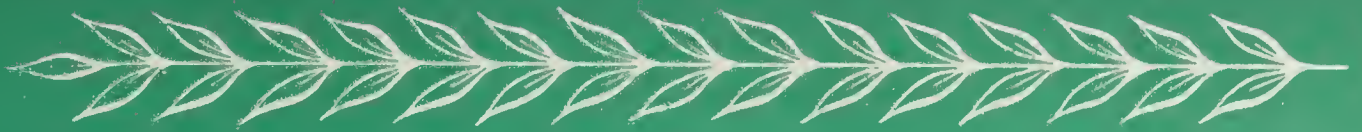
BUD ABBOTT—LOU COSTELLO



RANDOLPH SCOTT



DEAN MARTIN—JERRY LEWIS



TOPLINER

FEMALE STARS

- | | |
|----------------------|------------------|
| 1. JUNE ALLYSON | 6. BETTY HUTTON |
| 2. BETTY GRABLE | 7. JANE WYMAN |
| 3. ESTHER WILLIAMS | 8. DORIS DAY |
| 4. CLAUDETTE COLBERT | 9. LORETTA YOUNG |
| 5. BETTE DAVIS | 10. JANE POWELL |



JUNE ALLYSON



BETTY GRABLE



ESTHER WILLIAMS



CLAUDETTE COLBERT



BETTE DAVIS



BETTY HUTTON



JANE WYMAN



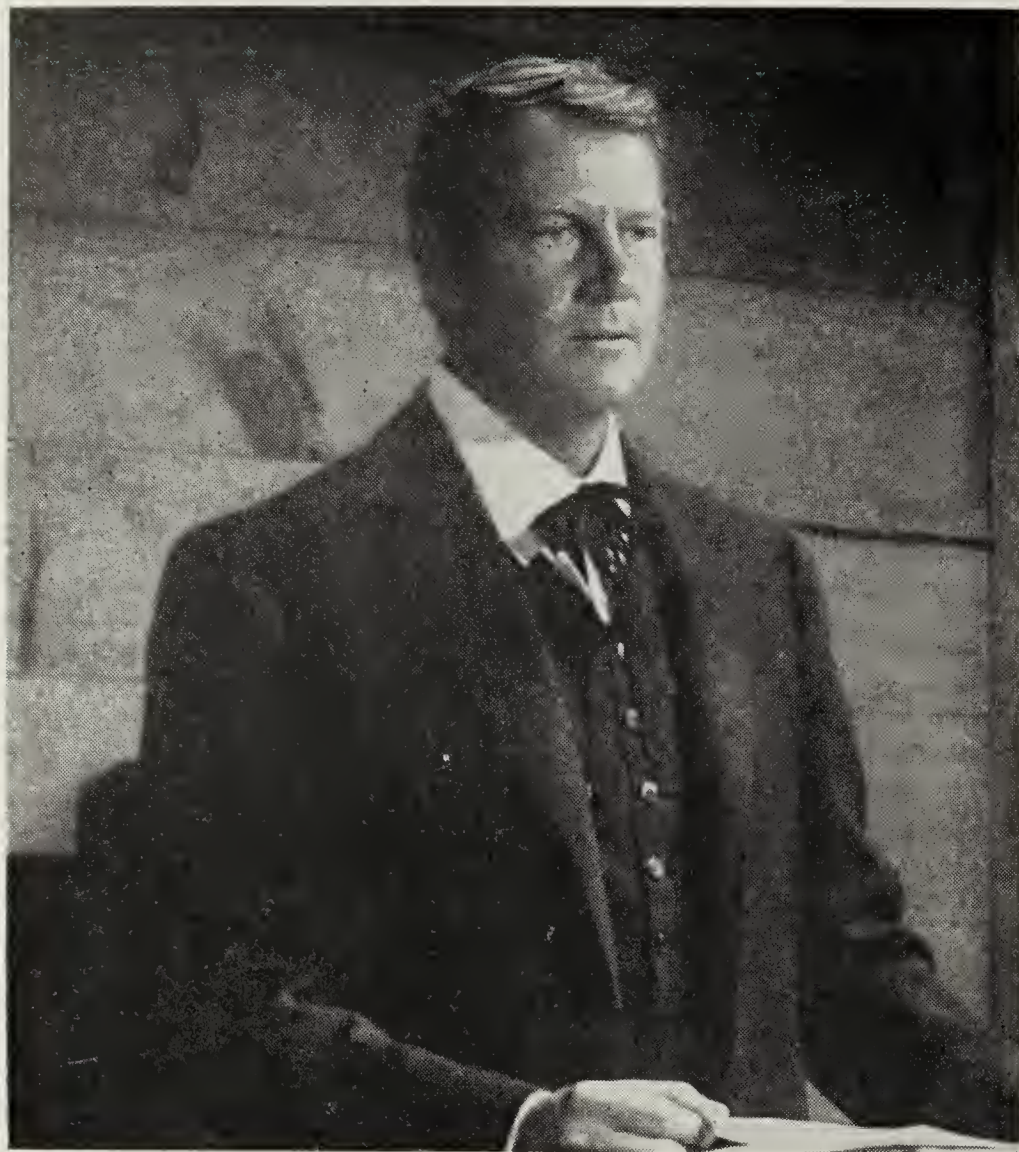
DORIS DAY



LORETTA YOUNG



JANE POWELL



JOEL McCREA

TOPLINER

MALE

DRAMATIC

PERFORMANCES

1. JOEL McCREA
"STARS IN MY CROWN"
2. JEFF CHANDLER
"BROKEN ARROW"
3. GREGORY PECK
"THE GUNFIGHTER"



JEFF CHANDLER



GREGORY PECK



TOPLINER

**FEMALE
DRAMATIC
PERFORMANCES**

1. CLAUDETTE COLBERT
"THREE CAME HOME"
2. ANNE BAXTER
"ALL ABOUT EVE"
3. GLORIA SWANSON
"SUNSET BOULEVARD"



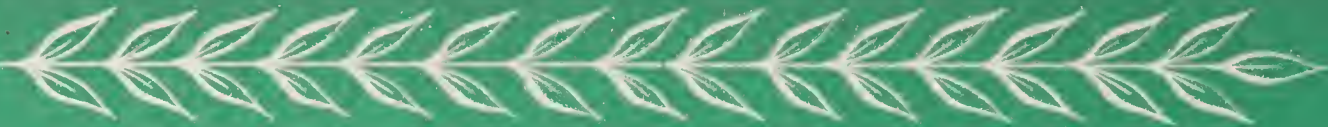
CLAUDETTE COLBERT



ANNE BAXTER



GLORIA SWANSON



CHARLES COBURN

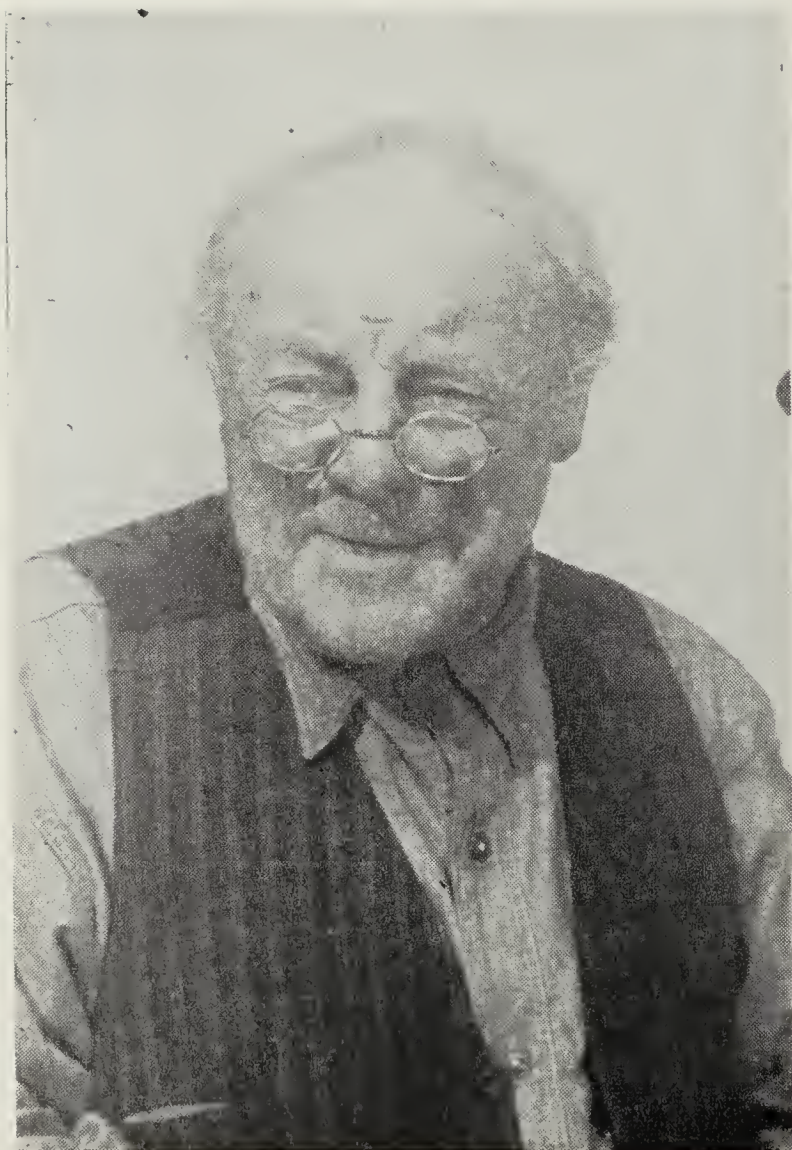
TOPLINER

MALE

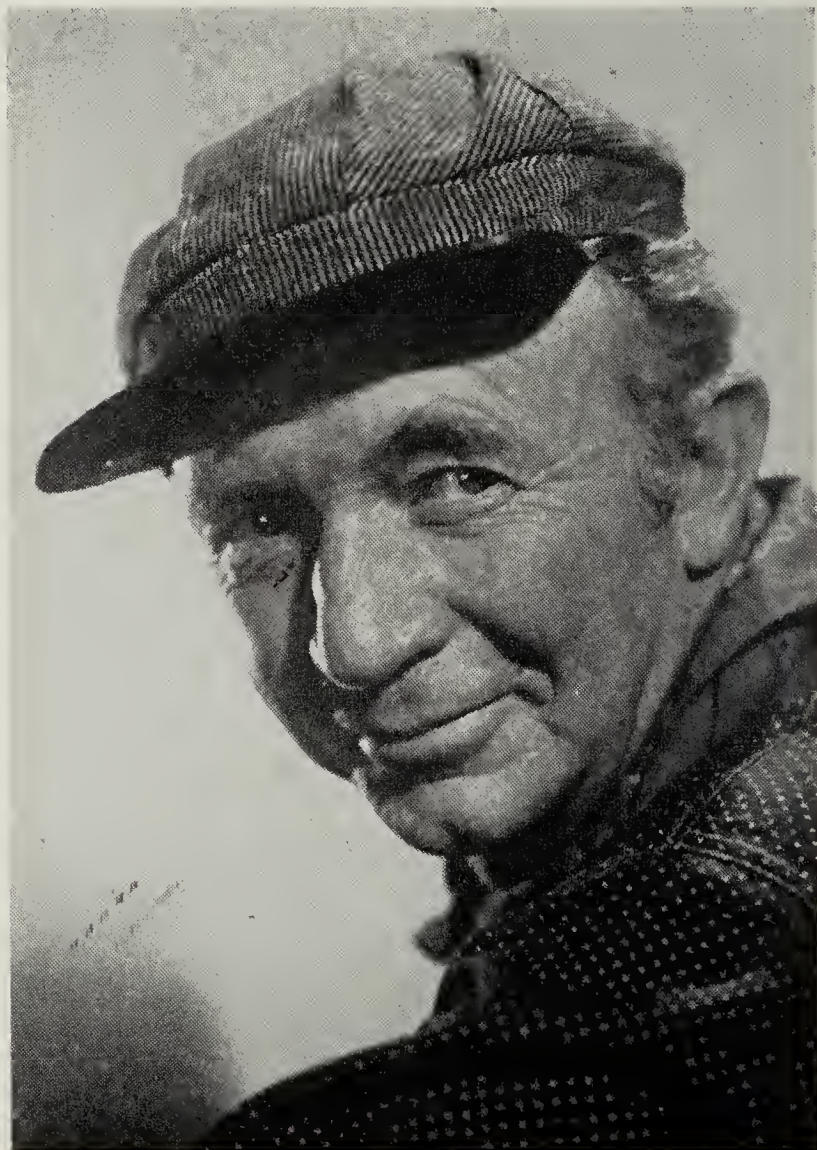
CHARACTER

PERFORMANCES

1. CHARLES COBURN
"LOUISA"
2. EDMUND GWENN
"MISTER 880"
3. WALTER BRENNAN
"A TICKET TO TOMAHAWK"



EDMUND GWENN



WALTER BRENNAN



TOPLINER

FEMALE

CHARACTER

PERFORMANCES

1. SPRING BYINGTON
"LOUISA"
2. AGNES MOOREHEAD
"CAGED"
3. JUDITH ANDERSON
"THE FURIES"



SPRING BYINGTON



AGNES MOOREHEAD



JUDITH ANDERSON



HOWARD KEEL

TOPLINER
**MALE
PERFORMANCES
IN
MUSICAL FILMS**

1. HOWARD KEEL
"ANNIE GET YOUR GUN"
2. RED SKELTON
"THREE LITTLE WORDS"
3. DAN DAILEY
"MY BLUE HEAVEN"



RED SKELTON



DAN DAILEY

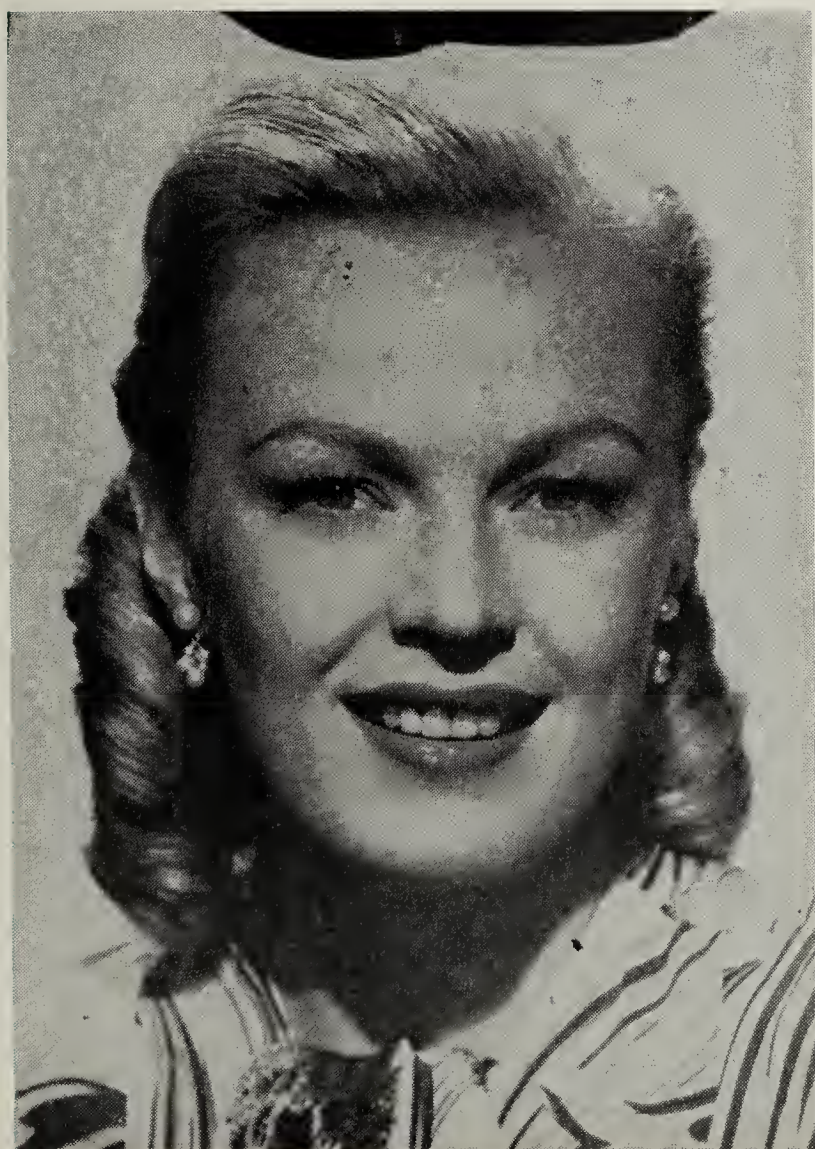


TOPLINER
FEMALE
PERFORMANCES
IN
MUSICAL FILMS

1. BETTY HUTTON
"ANNIE GET YOUR GUN"
2. JUNE HAVER
"THE DAUGHTER OF ROSIE O'GRADY"
3. BETTY GRABLE
"WABASH AVENUE"



BETTY HUTTON



JUNE HAVER



BETTY GRABLE



CLIFTON WEBB

TOPLINER

MALE

COMEDY

PERFORMANCES

1. CLIFTON WEBB
"CHEAPER BY THE DOZEN"
2. SPENCER TRACY
"FATHER OF THE BRIDE"
3. JERRY LEWIS
"MY FRIEND IRMA GOES WEST"



SPENCER TRACY



JERRY LEWIS



TOPLINER

FEMALE

COMEDY

PERFORMANCES

1. LUCILLE BALL
"FANCY PANTS"
2. THELMA RITTER
"ALL ABOUT EVE"
3. MARJORIE MAIN
"SUMMER STOCK"



LUCILLE BALL



THELMA RITTER



MARJORIE MAIN

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

A. N. WILLIAMS
PRESIDENT

1220

SYMBOLS

DL = Day Letter

NL = Night Letter

LC = Deferred Cable

AM Cable 6 Night Letter

Ship Radiogram

1951 MAY 15

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

.LA021 0A317

O.BHA010 LONG NL PD=BEVERLYHILLS CALIF 14=

JOHN WAYNE CARE BEV BARNETT=

:8780 SUNSET BLVD HOLLYWOOD CALIF=

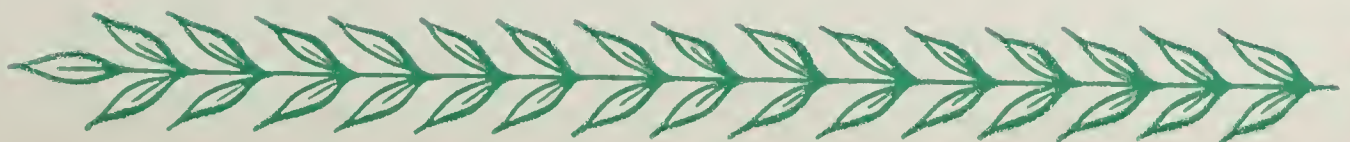
HAIL TO JOHN WAYNE -- SCREEN KING OF 1950 -- VOTED THE NUMBER ONE POSITION BY THE EXHIBITORS OF THE NATION VOTING IN EXHIBITOR'S ANNUAL LAUREL AWARDS POLL. THIS VICTORY IS A FITTING TRIBUTE TO THE UNDENIABLE BOX OFFICE POWER WHICH RESULTS WHEN THE NAME OF JOHN WAYNE IS FLASHED UPON THE MARQUEES OF THE NATION'S THEATRES. THE EXHIBITOR LAUREL AWARD BRONZE PLAQUE APPROPRIATELY ENGRAVED TO RECORD THIS SIGNAL HONOR WILL BE PRESENTED TO YOU IN HOLLYWOOD BY PAUL MANNING OUR HOLLYWOOD EDITOR. MY HEARTIEST CONGRATULATIONS AND BEST WISHES FOR GOOD HEALTH AND CONTINUED SUCCESS. CORDIALLY=

JAY EMANUEL PUBLISHER -- EXHIBITOR=..



THANKS, BOYS

John Wayne



Sincere thanks,

JUNE ALLYSON



Gary Cooper

June 20, 1951



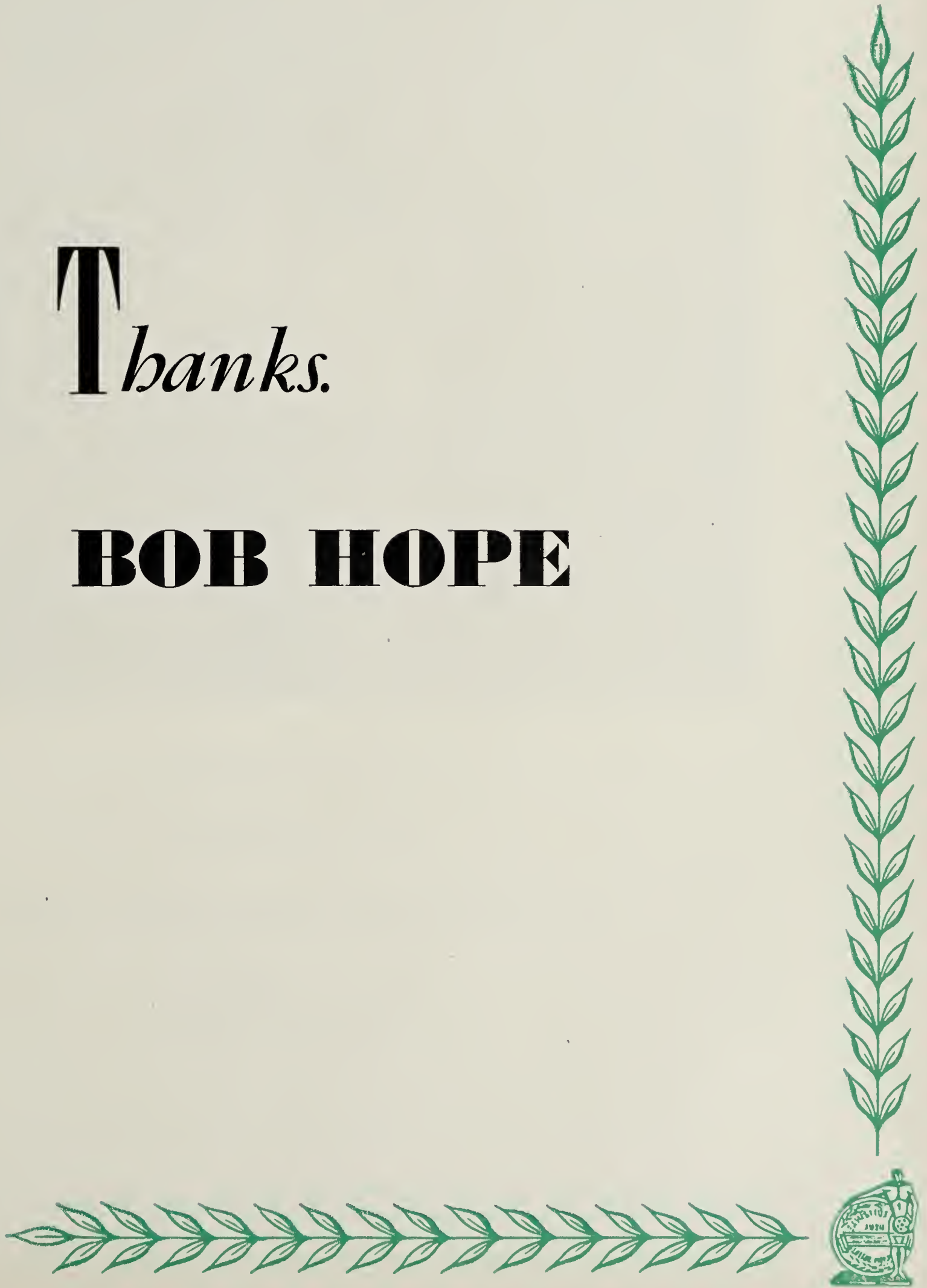
Thanks...

BING



T*hanks.*

BOB HOPE





Oooooh **THANKS!**
to all Exhibitors
for voting me this **Laurel Award Honor!**

Betty Hutton



This is wonderful—

Many thanks!

Sincerely,

HOWARD KEEL

"ANNIE GET YOUR GUN"

MGM



Sincerely,

Claudette Colbert

"THREE CAME HOME"



Many thanks,

JOEL McCREA

"STARS IN MY CROWN"

M. G. M.





DEAR EXHIBITORS:

IT IS MOST GRATIFYING TO HAVE BEEN VOTED ONE
OF THE TOP TEN SCREEN STARS OF EXHIBITOR'S ANNUAL
LAUREL AWARDS. THANKS TO ALL.

FONDLY,

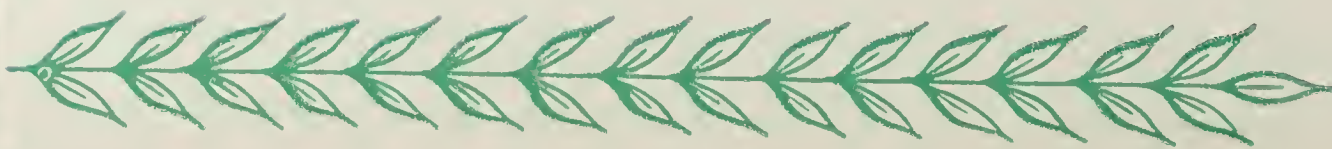
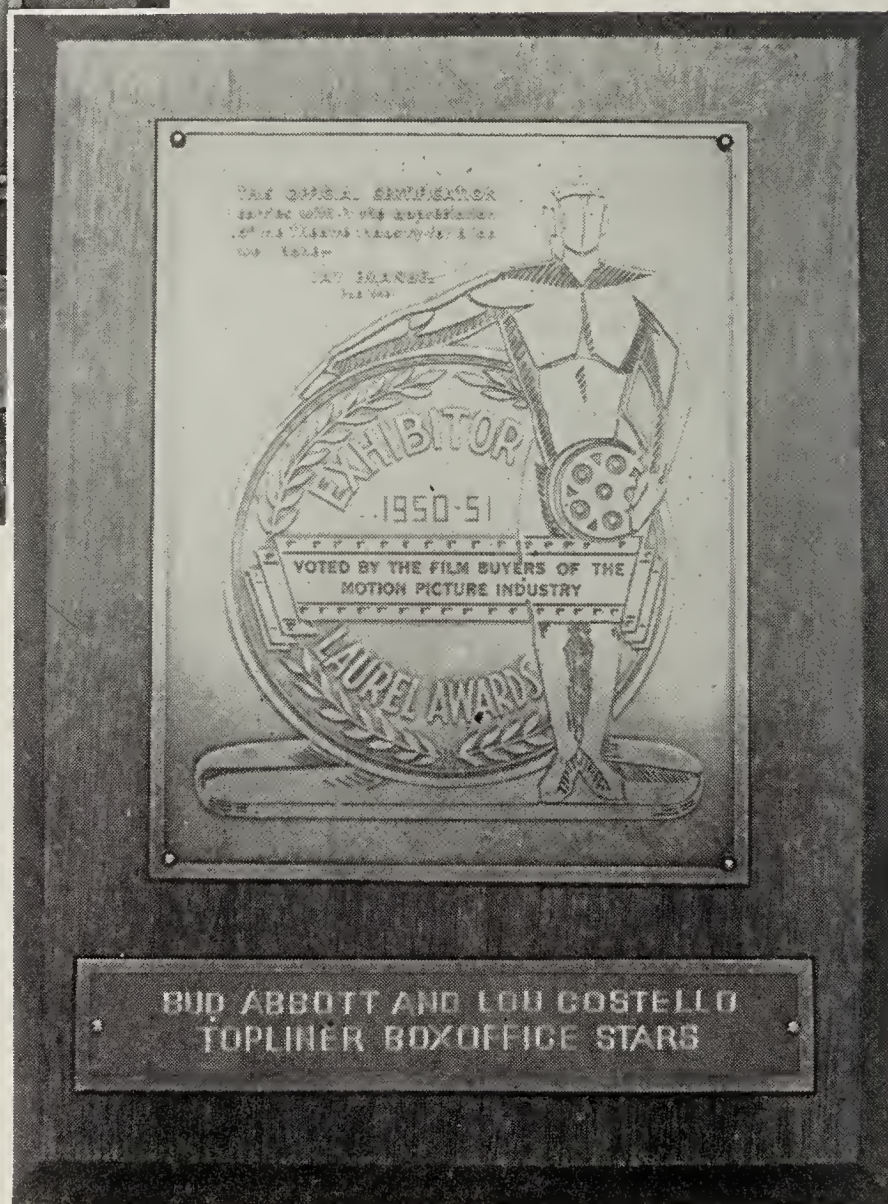
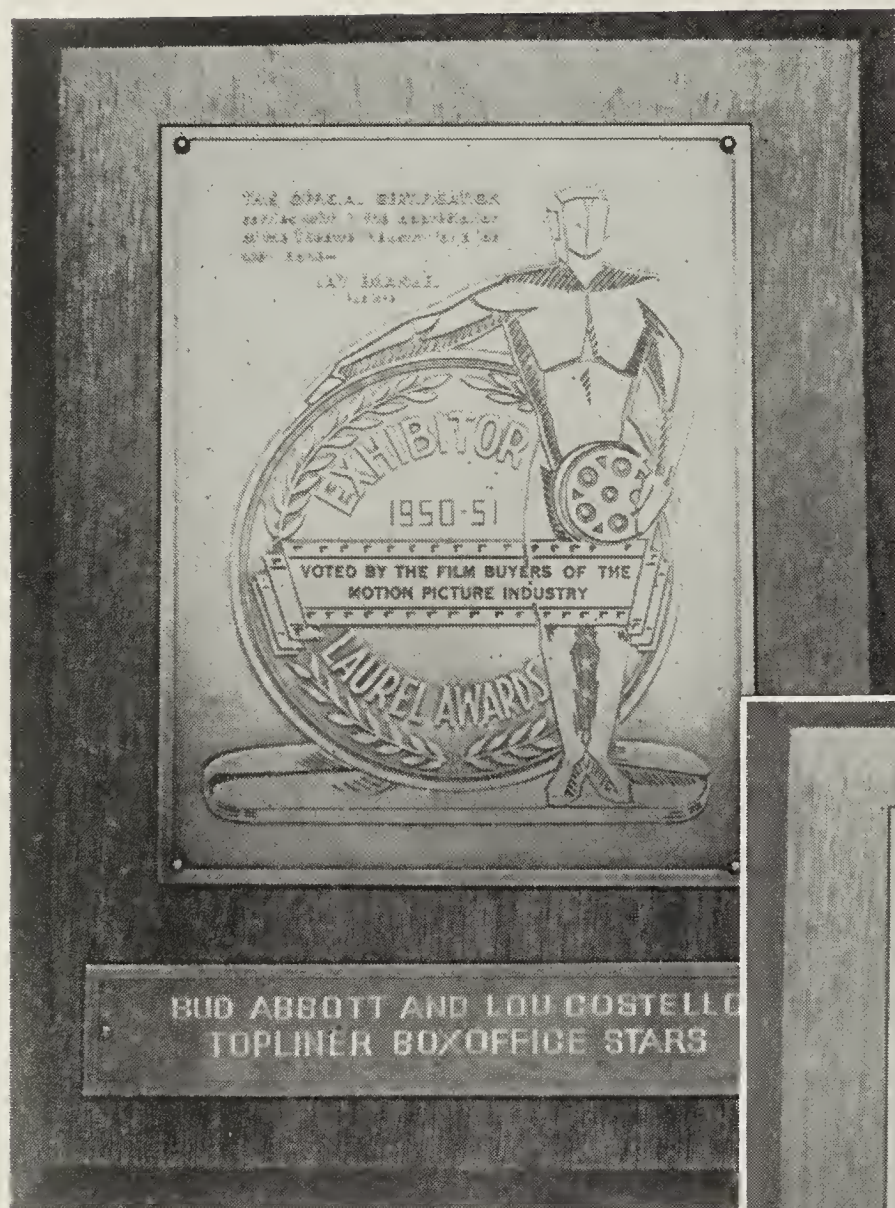
Doris Day



Sincere thanks, Exhibitors.

Jane Powell







THANKS, EXHIBITORS.

BUD ABBOTT

LOU COSTELLO

EXCLUSIVE MANAGEMENT
EDWARD SHERMAN



Mr. Exhibitor:

- again many thanks
- with my sincere best wishes,

RANDOLPH SCOTT

SCOTT-BROWN PRODUCTIONS

Now: "SANTA FE"

Next: "MAN IN THE SADDLE"



With appreciation.

Cordially,

JEFF CHANDLER

"BROKEN ARROW"



Exhibitors:

Thank you sincerely
for this warm recognition.

Cordially,
SPRING BYINGTON

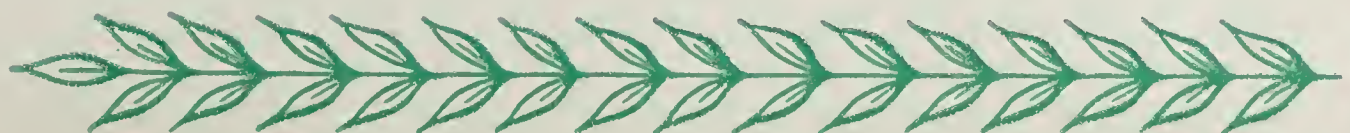
Management
Orsatti & Co., Inc.
Irving Salkow



EXHIBITORS:

THANKS FOR THIS FINE HONOR.

Charles Coburn

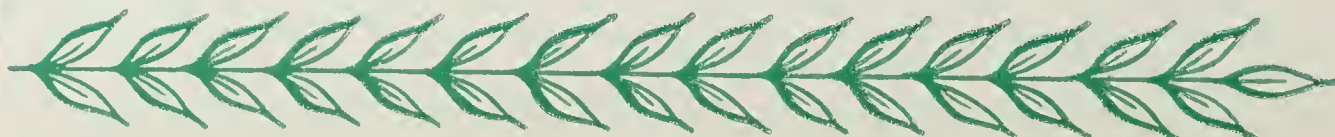


Sincere thanks.

EDMUND GWENN

Sidney Buchman Enterprises, Inc.

Columbia Pictures



Here's a laurel
to Jaysie – a guy
who really deserves
one.

Eduardo





United States
of America

Congressional Record

PROCEEDINGS AND DEBATES OF THE 82^d CONGRESS, FIRST SESSION

Mrs. Claire Phillips Clavier

SPEECH

OF

HON. WAYNE MORSE

OF OREGON

IN THE SENATE OF THE UNITED STATES

Thursday, May 10, 1951

Mr. MORSE. Mr. President, I have
a few

She certainly is a courageous American. She is now visiting Washington in connection with the world premiere of a motion picture which is based upon her spy activities in the Philippines. The picture is entitled "I Was an American Spy."

which resulted in the destruction of a great many enemy lives, as well as the destruction of a great deal of our enemy's war matériel.

She certainly is a courageous American. She is now visiting Washington in connection with the world premiere of

the motion picture depicting her activities as a spy in the Philippines is one of the truest portrayals I have witnessed on the screen. This picture has been honored by having a prologue and an epilog delivered by Gen. Mark W. Clark, Chief, Army Field Forces.

This great citizen of my State, Mrs.

the subject of a bill which has

before the Senate for a

s, and which I reintro-

I refer to Senate bill

seeks only to authorize

gal

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repr

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showed the app

which made it po

with that identifi

But, of course, as

changed, she then

in the position of

another country. She

acted by the Japanese and put through

who were in those hills, including, for example, the obtaining by purchase from Japanese parties, so I understand, a very much needed set of radio equipment which she used for transmitting purposes in notifying American naval officials of the time of departure from Manila of a large Japanese naval force. I understand that the information which was sent over the radio transmitter she was able to smuggle into the hills for the use of our guerrilla forces, was

naval at-

I can tell the Senate in all sincerity that the motion picture depicting her activities as a spy in the Philippines is one of the truest portrayals I have witnessed on the screen. This picture has been honored by having a prologue and an epilog delivered by Gen. Mark W. Clark, Chief, Army Field Forces.

report on the bill. I sincerely hope the report will be favorable, and that the committee will recommend that the bill be passed. All it seeks to do is to give the legal right, which must be taken action

Thank you, Senator Morse, on behalf of Allied Artists and the entire motion picture industry for your glowing tribute to this great American woman and the motion picture based on her heroic experiences.

"I WAS AN AMERICAN SPY"

An Allied Artists Picture starring ANN DVORAK • GENE EVANS

with Douglas Kennedy • Richard Loo • Lisa Ferraday • Philip Ahn

Produced by DAVID DIAMOND • Directed by Lesley Selander • Screenplay by Sam Roeca



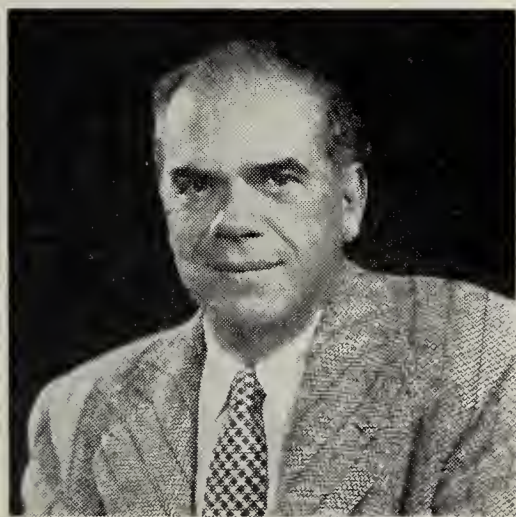
TOPLINER

PRODUCER-DIRECTORS

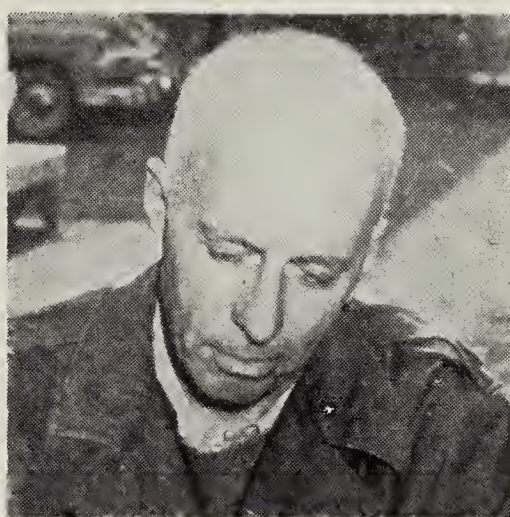
- | | |
|---------------------|--------------------------------|
| 1. CECIL B. DeMILLE | 6. WILLIAM WYLER |
| 2. FRANK CAPRA | 7. MERIAN COOPER-
JOHN FORD |
| 3. HOWARD HAWKS | 8. ROY DEL RUTH |
| 4. LEO McCAREY | 9. CLARENCE BROWN |
| 5. MERVYN LeROY | 10. ALFRED HITCHCOCK |



CECIL B. DeMILLE



FRANK CAPRA



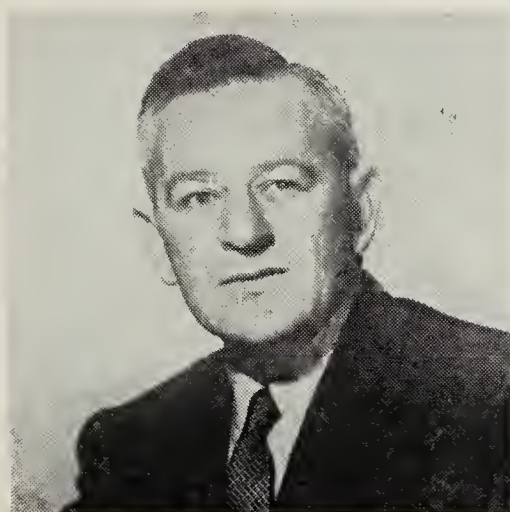
HOWARD HAWKS



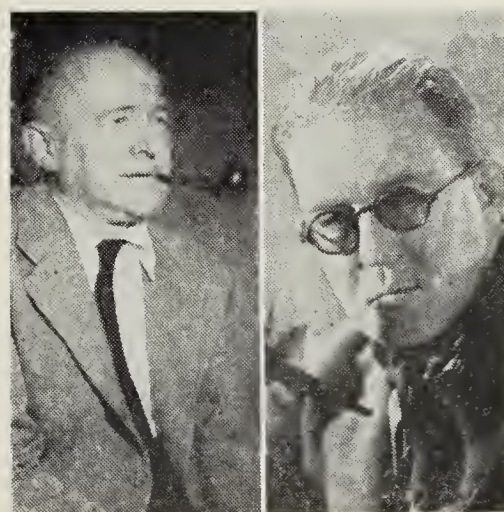
LEO McCAREY



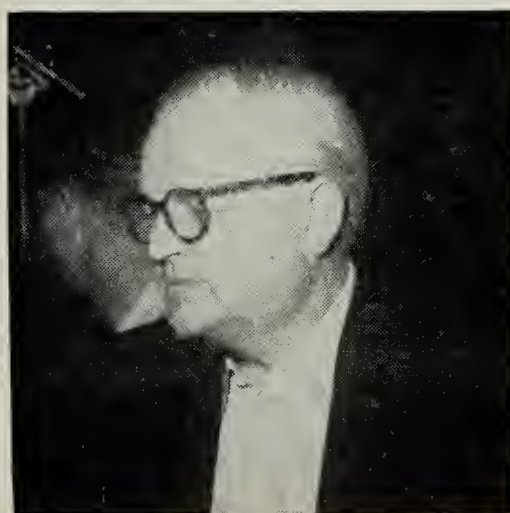
MERVYN LeROY



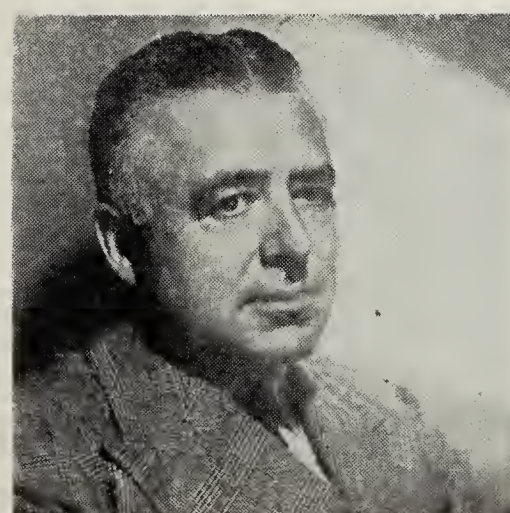
WILLIAM WYLER



MERIAN COOPER—JOHN FORD



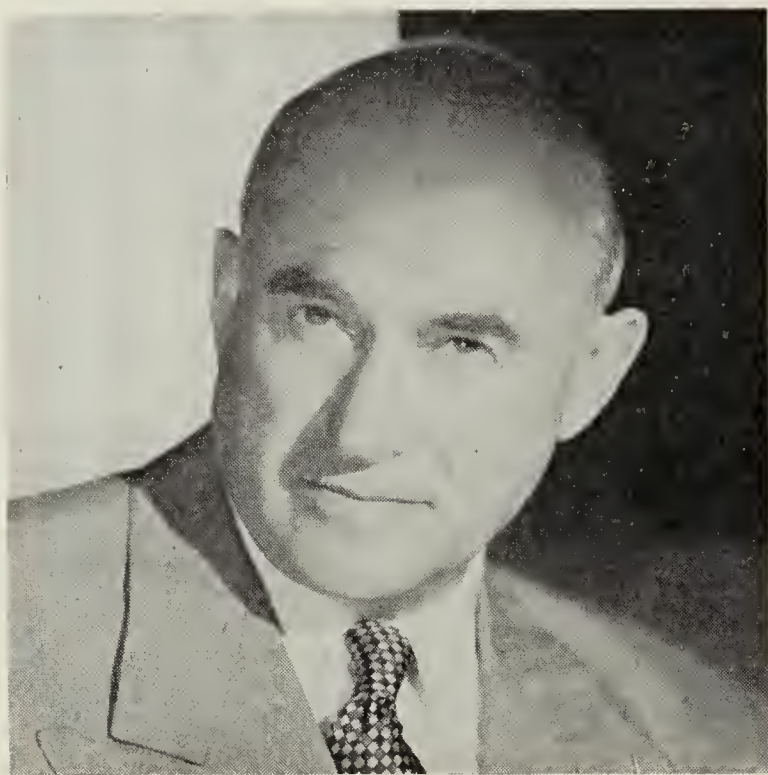
ROY DEL RUTH



CLARENCE BROWN



ALFRED HITCHCOCK



SAMUEL GOLDWYN

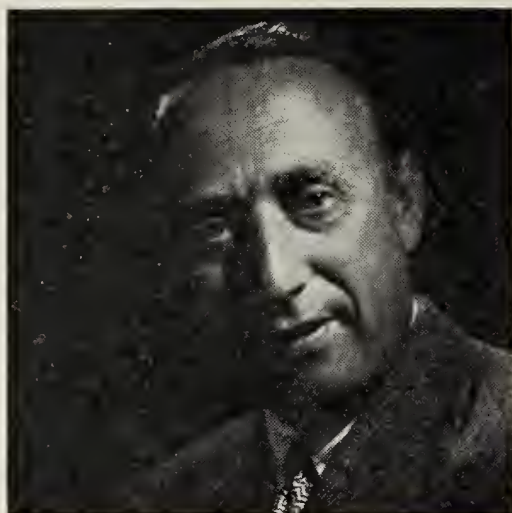
TOPLINER

PRODUCERS

- | | |
|---------------------|--------------------------|
| 1. SAMUEL GOLDWYN | 6. CHARLES BRACKETT |
| 2. HAL WALLIS | 7. ARTHUR FREED |
| 3. JOSEPH PASTERNAK | 8. JULIAN BLAUSTEIN |
| 4. JERRY WALD | 9. SIDNEY BUCHMAN |
| 5. STANLEY KRAMER | 10. ARTHUR HORNBLow, JR. |



HAL WALLIS



JOSEPH PASTERNAK



JERRY WALD



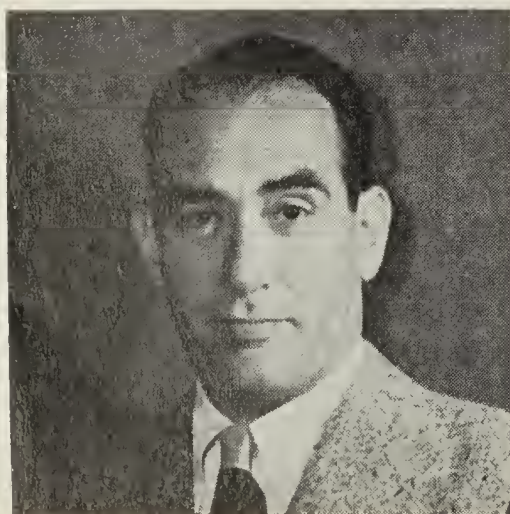
STANLEY KRAMER



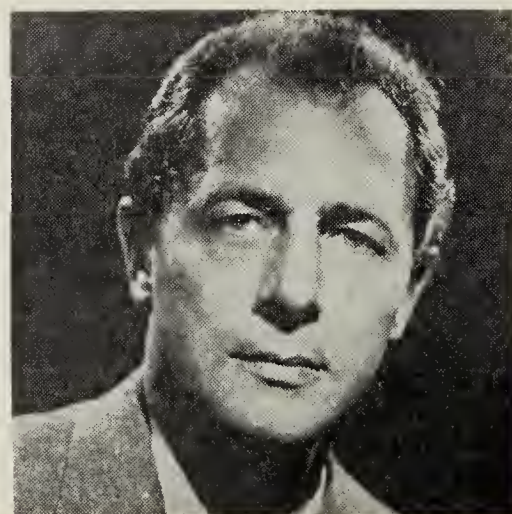
CHARLES BRACKETT



ARTHUR FREED



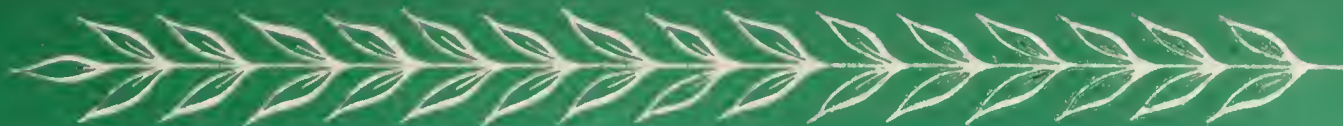
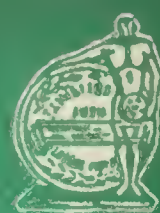
JULIAN BLAUSTEIN



SIDNEY BUCHMAN



ARTHUR HORNBLow, JR.



TOPLINER

DIRECTORS

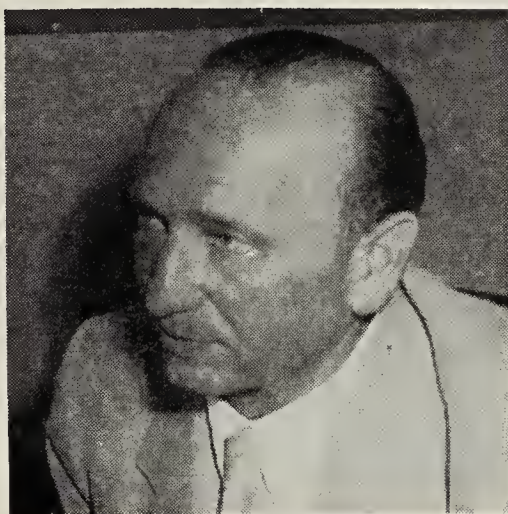
- | | |
|-------------------------|----------------------|
| 1. JOSEPH L. MANKIEWICZ | 6. VINCENTE MINNELLI |
| 2. HENRY KING | 7. JEAN NEGULESCO |
| 3. MICHAEL CURTIZ | 8. WILLIAM DIETERLE |
| 4. BILLY WILDER | 9. WILLIAM WELLMAN |
| 5. GEORGE CUKOR | 10. LLOYD BACON |



JOSEPH L. MANKIEWICZ



HENRY KING



MICHAEL CURTIZ



BILLY WILDER



GEORGE CUKOR



VINCENTE MINNELLI



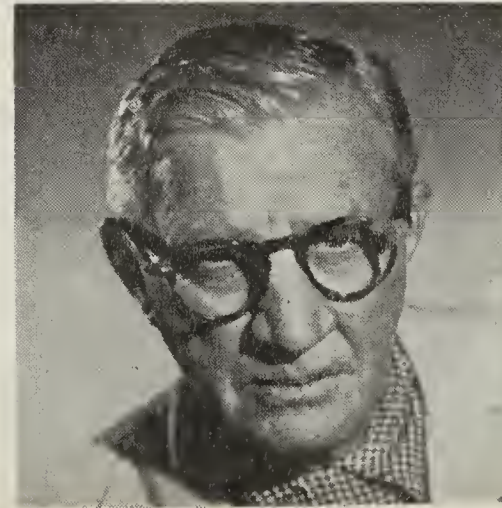
JEAN NEGULESCO



WILLIAM DIETERLE



WILLIAM WELLMAN



LLOYD BACON

For your vote in the

1950

EXHIBITOR

LAUREL AWARDS

Thank you
and
Greetings!

Cecil B. De Mille

IN RELEASE:

"SAMSON AND DELILAH"

IN PRODUCTION:

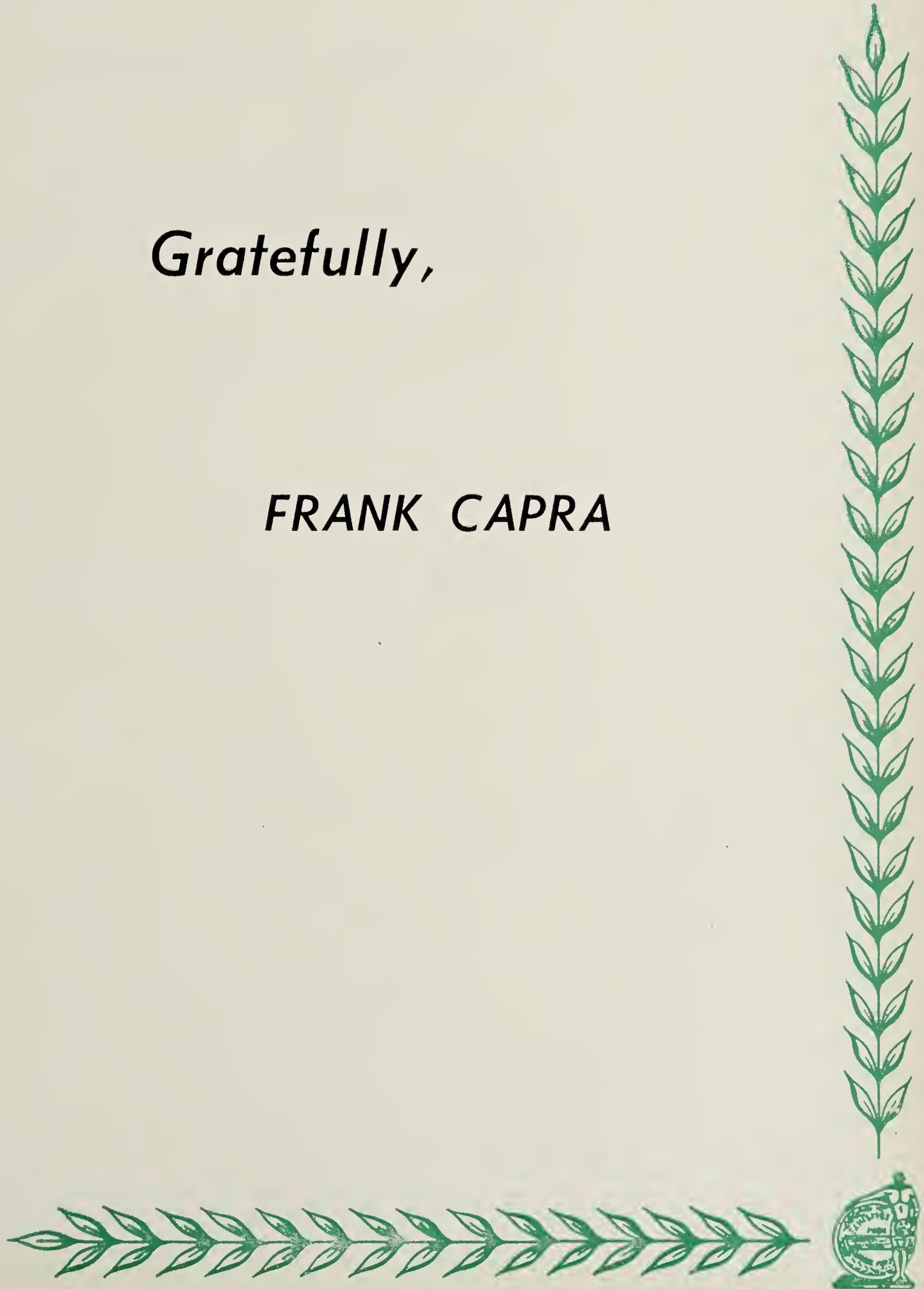
"THE GREATEST SHOW ON EARTH"



June 20, 1951

Gratefully,

FRANK CAPRA



Thanks, sincerely,
SAM ZIMBALIST

PRODUCED

"KING SOLOMON'S MINES"

"QUO VADIS"

for

M G M



JOSEPH L. MANKIEWICZ

Director

"ALL ABOUT EVE"
20th CENTURY-FOX



THANKS, EXHIBITORS.

Sincerely,

JOE PASTERNAK

PRODUCER—M. G. M.

1951

"THE GREAT CARUSO"

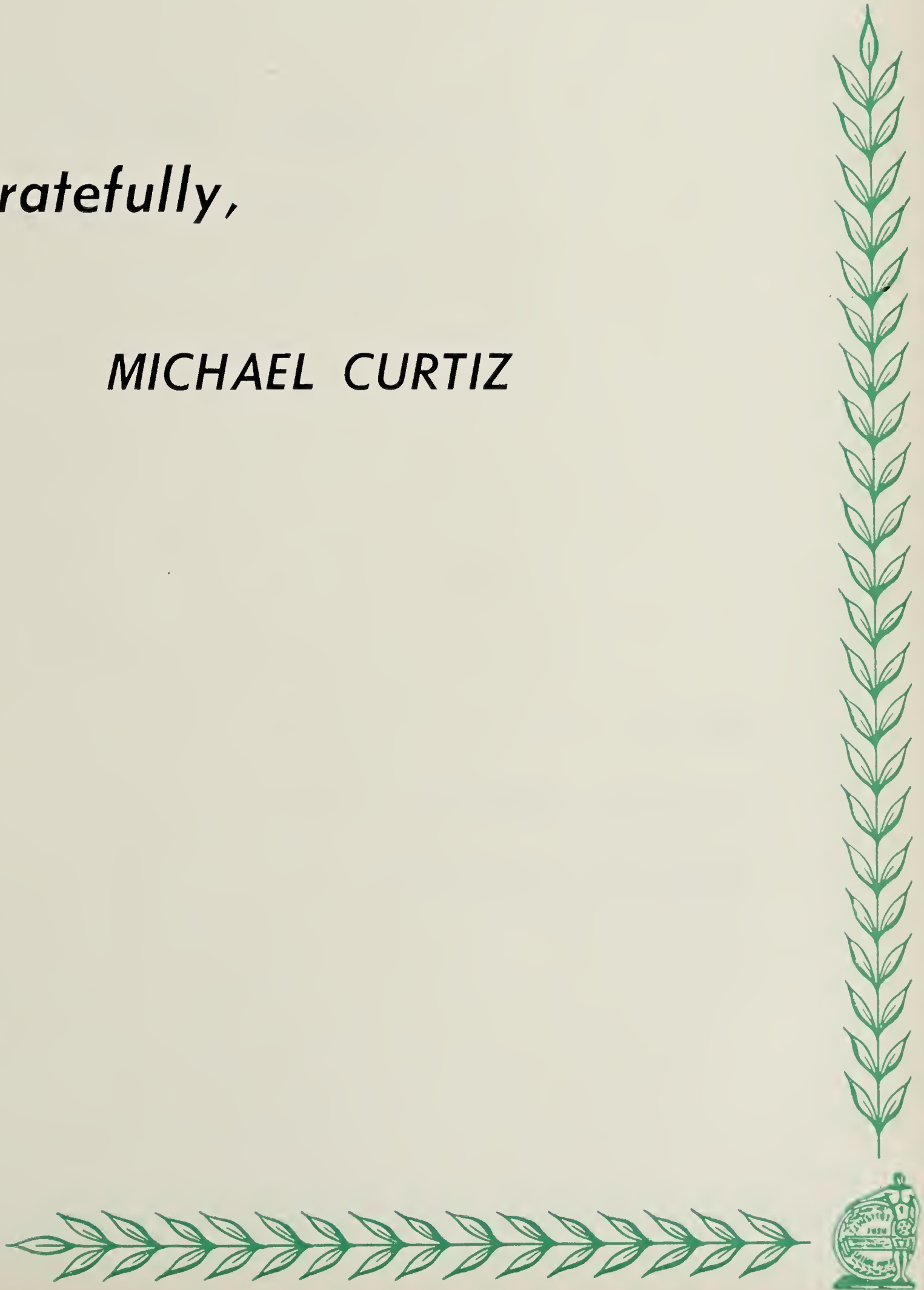
"RICH, YOUNG AND PRETTY"

"THE STRIP"



Gratefully,

MICHAEL CURTIZ



DELMER DAVES

Director

20th Century-Fox

DIRECTED

"BROKEN ARROW"

"BIRD OF PARADISE"

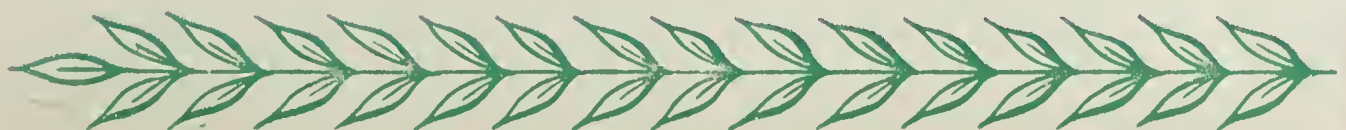


Exhibitors,

Greetings and thanks.

Mervyn LeRoy

DIRECTED
"QUO VADIS"
MGM



Thank you, Mr. Exhibitor . . .

For naming me one of the winners of your Laurel Awards.

Norman Krasna and I are now embarking upon a production schedule of 60 films for Wald-Krasna Productions at RKO Radio Studio. Each of these films will be a quality production. Each will be an exciting story told as provocatively as we know how, with the most interesting star personalities enacting the roles.

"Behave Yourself!", a romantic comedy starring Farley Granger and Shelley Winters, and "The Blue Veil", with a great all-star cast headed by Jane Wyman, are our first two productions. They illustrate the kind of quality entertainment Wald and Krasna will give you, Mr. Exhibitor.

These two productions, scheduled to go into national release in September, will be backed by a coordinated campaign of advertising, publicity and exploitation designed to reach the theatre-going public through every possible media. We know we will have your co-operation in selling our productions because only in this way can we reach the high level of picture grosses all of us are striving for.

Sincerely,

Jerry Wald

JERRY WALD and NORMAN KRASNA
PRODUCTIONS



EXHIBITORS OF AMERICA,
Thanks and Best Wishes.

Sincerely,
WILLIAM DIETERLE
Director



Exhibitors:

**Cordial greetings
and many thanks.**

JEAN NEGULESCO

DIRECTED

"THREE CAME HOME"

"THE MUDLARK"

For 20th Century-Fox



Sincerely,

COMPTON BENNETT

Director

"KING SOLOMON'S MINES"

"THE SEVENTH VEIL"

"THE YEARS BETWEEN"

"THAT FORSYTE WOMAN"

"MY OWN TRUE LOVE"



CHARLES BRACKETT

PRODUCED

"SUNSET BOULEVARD"

"THE MATING SEASON"



BILLY WILDER

DIRECTED

"SUNSET BOULEVARD"

"ACE IN THE HOLE"

Paramount Pictures



THANKS TO ALL.

Arthur Freed

Producer

M. G. M. STUDIOS

Produced:

"ANNIE GET YOUR GUN"

"ROYAL WEDDING"

Forthcoming Productions:

"SHOWBOAT"

"AN AMERICAN IN PARIS"



EXHIBITORS:

Making "ANNIE" was fun.
Glad you liked it.

Sincerely,

GEORGE SIDNEY

Director – M. G. M.

1950

"ANNIE GET YOUR GUN"

1951

"SHOW BOAT"



In Sincere Appreciation.

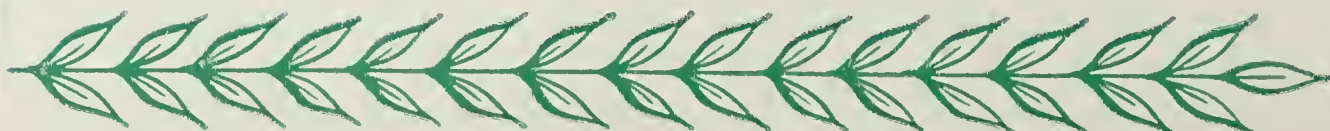
Cordially,

LAMAR TROTTI

PRODUCED

"CHEAPER BY THE DOZEN"

20th CENTURY-FOX



Sincerely,

WALTER LANG

DIRECTED

"CHEAPER BY THE DOZEN"

A 20th CENTURY-FOX PICTURE



Sincere thanks,

JACK CUMMINGS

Producer

"THREE LITTLE WORDS"

M. G. M.



Exhibitors,

Deep thanks and
best wishes.

Sincerely,

VINCENTE MINNELLI

Directed:

"FATHER OF THE BRIDE"

"FATHER'S LITTLE DIVIDEND"

MGM



Exhibitors:

This is a great honor.

Cordially,

ANDREW MARTON

Director

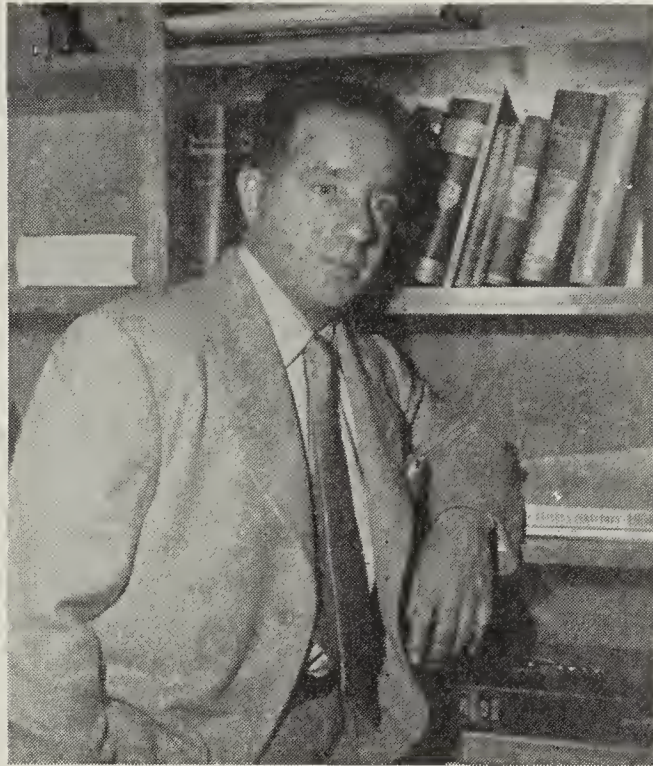
"KING SOLOMON'S MINES"

An M. G. M. Picture



BURT LANCASTER

HAROLD HECHT

**TOP GROSS FOR AN INDEPENDENT PRODUCTION—1950****"THE FLAME AND THE ARROW"**

(Technicolor)

A Norma—F.R. Production

Warner Bros. Release

FOR FALL RELEASE:**"TEN TALL MEN"** (Technicolor)**"SMALL WONDER"** (Columbia Release)**TO BE PRODUCED THIS SUMMER:****"THE CRIMSON PIRATE"** (Technicolor)

A WARNER-FIRST NATIONAL LTD. FILM

IN PREPARATION:**"HIS MAJESTY O'KEEFE"** (Technicolor)**"SPICE OF LIFE"****"FEATHERBRAIN"**

HAROLD HECHT

BURT LANCASTER





Written, Produced and Directed by **SAMUEL FULLER**

— PREPARING —
"OLD SOLDIERS NEVER DIE"
20th CENTURY-FOX





TOPLINER WESTERN STARS

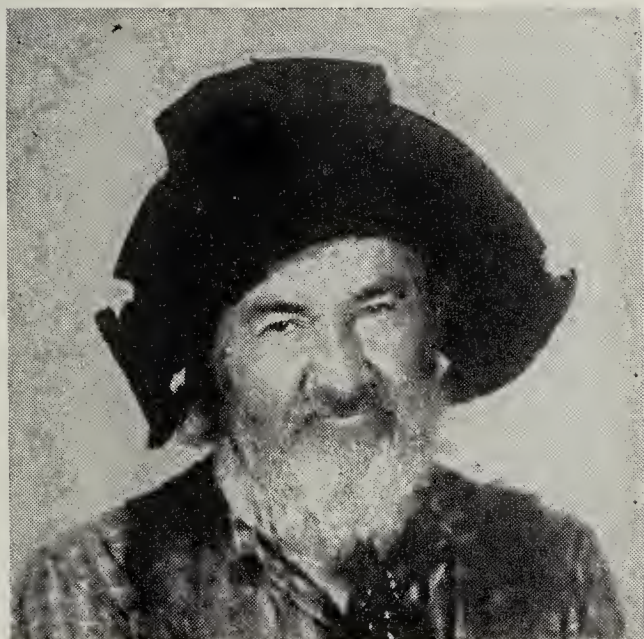
- | | |
|-------------------------|------------------------------------|
| 1. ROY ROGERS | 4. TIM HOLT |
| 2. GENE AUTRY | 5. WILLIAM "HOPALONG CASSIDY" BOYD |
| 3. GEORGE "GABBY" HAYES | 6. REX ALLEN |



GENE AUTRY



ROY ROGERS



GEORGE "GABBY" HAYES



TIM HOLT



WILLIAM "HOPALONG CASSIDY" BOYD



REX ALLEN



HOWARD KEEL

TOPLINER NEW MALE PERSONALITIES

- | | |
|-----------------------|---------------------|
| 1. HOWARD KEEL | 6. LYLE BETTGER |
| 2. GENE NELSON | 7. GENE EVANS |
| 3. CARLETON CARPENTER | 8. JACK PALANCE |
| 4. MARLON BRANDO | 9. PETER HANSON |
| 5. ROCK HUDSON | 10. CHARLTON HESTON |



GENE NELSON



CARLETON CARPENTER



MARLON BRANDO



ROCK HUDSON



LYLE BETTGER



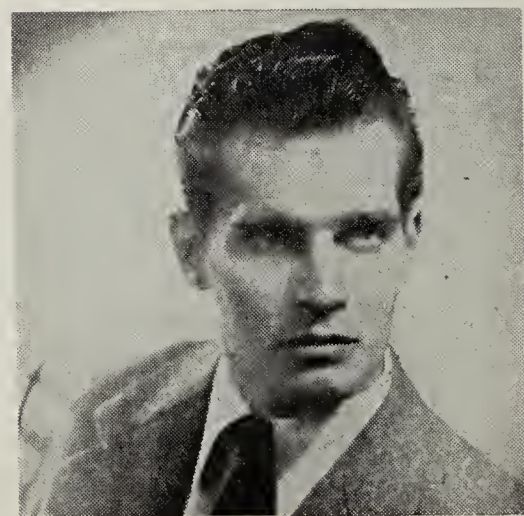
GENE EVANS



JACK PALANCE



PETER HANSON



CHARLTON HESTON



TOPLINER

NEW FEMALE PERSONALITIES

- | | |
|--------------------|---------------------|
| 1. DEBBIE REYNOLDS | 6. PAULA RAYMOND |
| 2. DEBRA PAGET | 7. MICHELINE PRELLE |
| 3. NANCY OLSON | 8. MITZI GAYNOR |
| 4. PATRICE WYMORE | 9. MARILYN MONROE |
| 5. PIPER LAURIE | 10. JAN STERLING |



DEBBIE REYNOLDS



DEBRA PAGET



NANCY OLSON



PATRICE WYMORE



PIPER LAURIE



PAULA RAYMOND



MICHELINE PRELLE



MITZI GAYNOR



MARILYN MONROE



JAN STERLING



Roy Rogers
"King of the Cowboys"
 and
Trigger
"Smartest Horse in the Movies"

Republic Pictures—14 Years

RCA Victor Recordings

Merchandise Tie-Ups
 ROY ROGERS ENTERPRISES
 Hollywood, Calif.

Exclusive Management
 ART RUSH, INC.
 Hollywood, Calif.

Public Relations
 A. L. RACKIN
 Hollywood, Calif.

* Roy Rogers Riders Clubs in 1985 Theatres with more than 2,000,000 Registered Members.

** More than 8,000 Schools participating in the Third Annual Roy Rogers School Safety Awards Program.





Dale Evans

"Queen of the West"

Merchandise Tie-Ups
DALE EVANS ENTERPRISES
Hollywood, Calif.

Management
DAN M. WINKLER
Hollywood, Calif.

Public Relations
A. L. RACKIN
Hollywood, Calif.



Thanks, Exhibitors.

Gratefully,

"GABBY" HAYES

Howdy, Exhibitors:

*Many thanks
for this EXHIBITOR
Laurel Award.*

Sincerely,

REX ALLEN



DEAR EXHIBITORS:

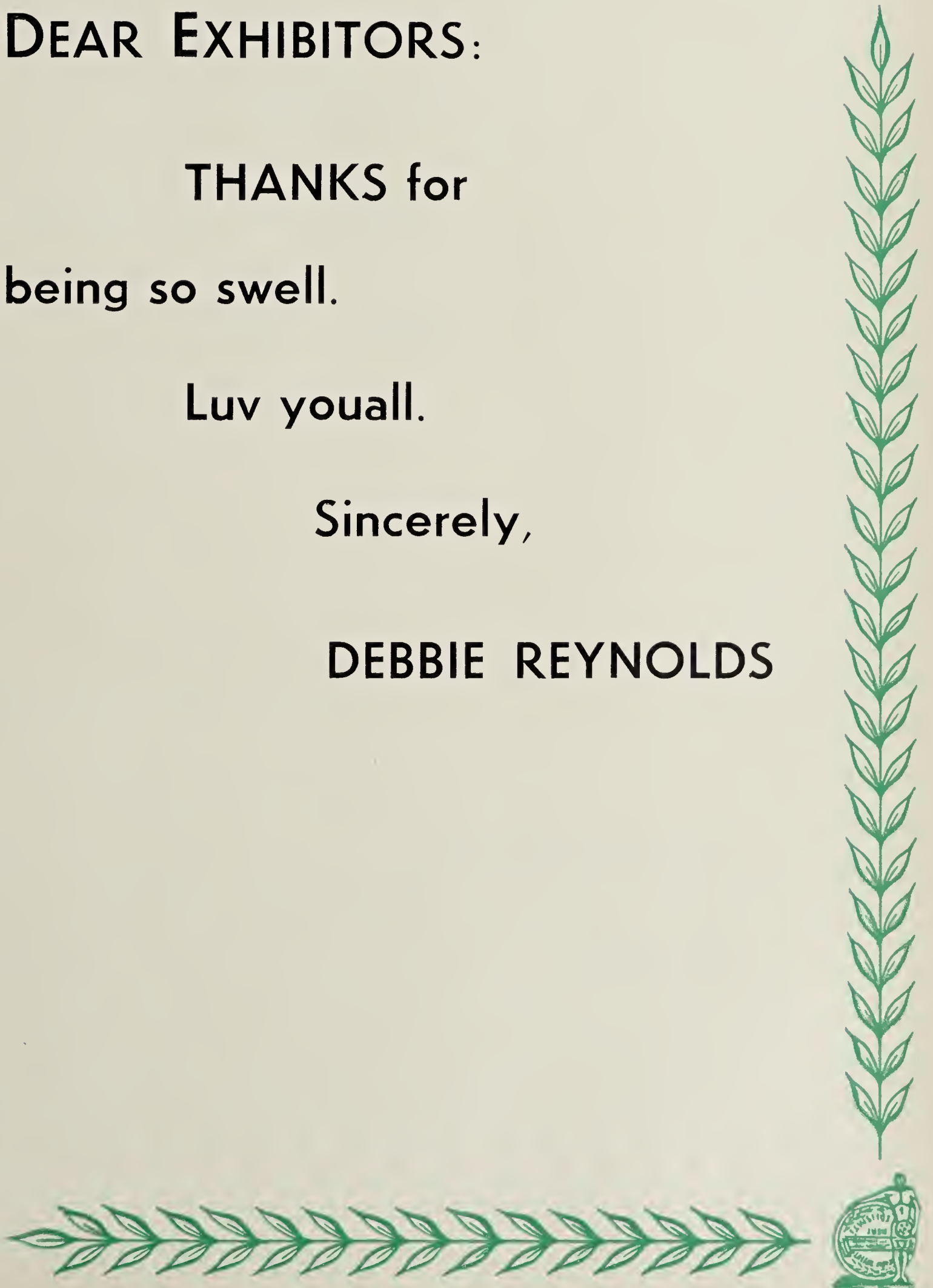
THANKS for
being so swell.

Luv youall.

Sincerely,

DEBBIE REYNOLDS

June 20, 1951



Exhibitors,

Thank You Sincerely,

Nancy Olson

"Sunset Boulevard"

"Union Station"

"Mr. Music"



My sincere thanks to all.

Debra Paget

Exhibitors:

This is a real honor.

In appreciation,

GENE NELSON

"TEA FOR TWO"

"THE DAUGHTER OF ROSIE O'GRADY"



This, my first Laurel Award, is greatly
appreciated. Thank you all so very much.

Sincerely,

Paula Raymond

To the exhibitors who made this
LAUREL AWARDS issue
possible
and to my friends
within the industry

Many Thanks

Paul Manning





TOPLINER
FEMALE
COMEDY-DRAMA
PERFORMANCE

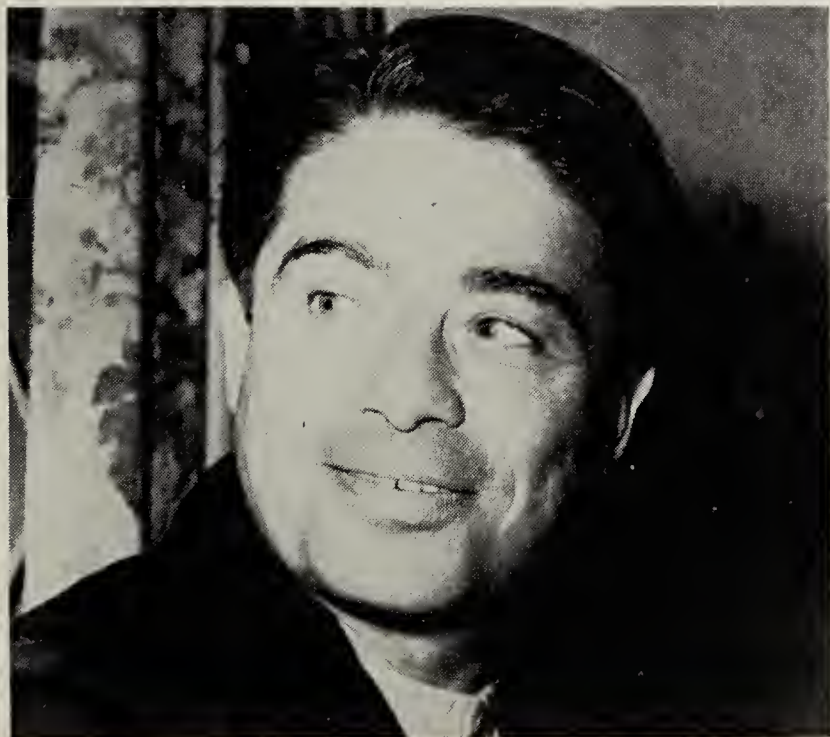
JUDY HOLLIDAY
"BORN YESTERDAY"



RAY HEINDORF

TOPLINER
MUSICAL MEN

1. RAY HEINDORF
2. ALFRED NEWMAN
3. VICTOR YOUNG



ALFRED NEWMAN



VICTOR YOUNG

EXHIBITORS:

*I sincerely appreciate
this third successive Exhibitor
Laurel Award. Thanks for
your help.*

Cordially,

RAY HEINDORF

*Musical Director
WARNER BROS. PICTURES, INC.*

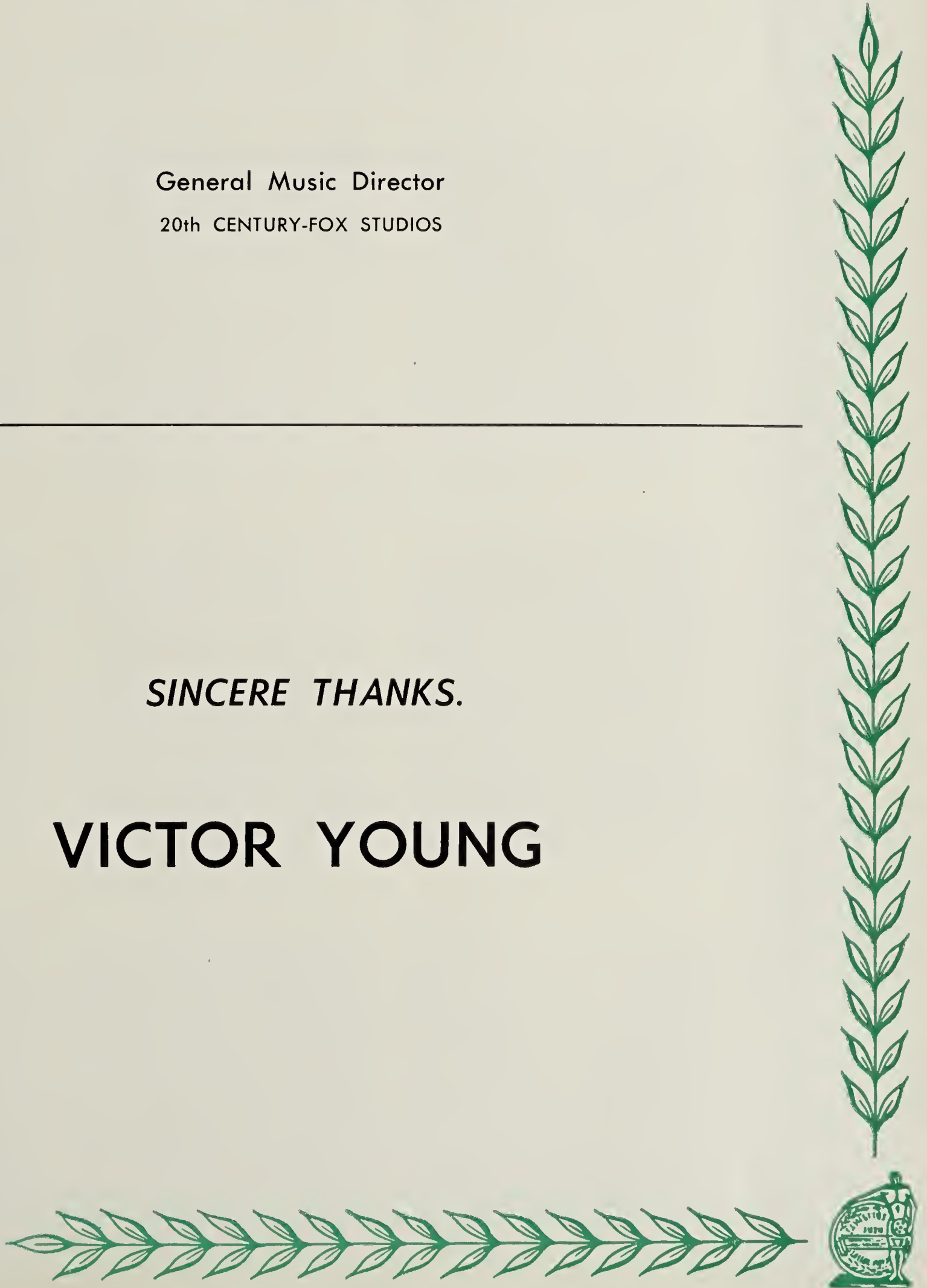


With Many Thanks,
ALFRED NEWMAN

General Music Director
20th CENTURY-FOX STUDIOS

SINCERE THANKS.

VICTOR YOUNG





Exhibitors were asked the following questions:

Which company has shown
the greatest improvement
in its relations with
exhibitors during 1950 ?



Which company do
you feel gives you
the fairest break ?



...and the film buyers of America voted as follows:

First:

20TH CENTURY-FOX

Others, in order:

MGM

U-INTERNATIONAL

PARAMOUNT

COLUMBIA

REPUBLIC

WARNERS

First:

METRO-GOLDWYN-MAYER

Others, in order:

20TH CENTURY-FOX

U-INTERNATIONAL

COLUMBIA

PARAMOUNT

WARNERS

RKO

REPUBLIC

MONOGRAM

Exhibitor Laurel Awards Nominations For June

MGM's

"Show Boat"

starring

KATHRYN GRAYSON, AVA GARDNER, HOWARD KEEL

with

JOE E. BROWN, MARGE CHAMPION, GOWER CHAMPION, ROBERT STERLING

Produced by Arthur Freed. Directed by George Sidney.

Screen play by John Lee Mahin, based on the musical play by
Jerome Kern and Oscar Hammerstein, II, from Edna Ferber's novel.

Color by Technicolor.

20th-Fox's

"The Frogmen"

starring

RICHARD WIDMARK, DANA ANDREWS, GARY MERRILL

with

JEFFREY HUNTER, WARREN STEVENS, ROBERT WAGNER

Produced by Samuel G. Engel. Directed by Lloyd Bacon.

Screen play by John Tucker Battle, from a story by Oscar Millard.

20th-Fox's

"On The Riviera"

starring

DANNY KAYE, GENE TIERNEY, CORINNE CALVET

with

MARCEL DALIO, JEAN MURAT, HENRI LETONDAL

Produced by Sol C. Siegel. Directed by Walter Lang.

Screen play by Valentine Davies and Phoebe and Henry Ephron,
based on a play by Rudolph Lothar and Hans Adler.

Color by Technicolor.

TOPLINER SHORTS

SERIAL

Columbia

Two Reel COMEDY

The Three Stooges (Columbia)

DRAMATIC, DOCUMENTARY

The March of Time
(20th Century-Fox)

MUSICAL

Name Band Musicals (U-International)

One Reel CARTOON

Tom and Jerry and other cartoons
(MGM)

MUSICAL

Screen Songs (Paramount)

NOVELTY

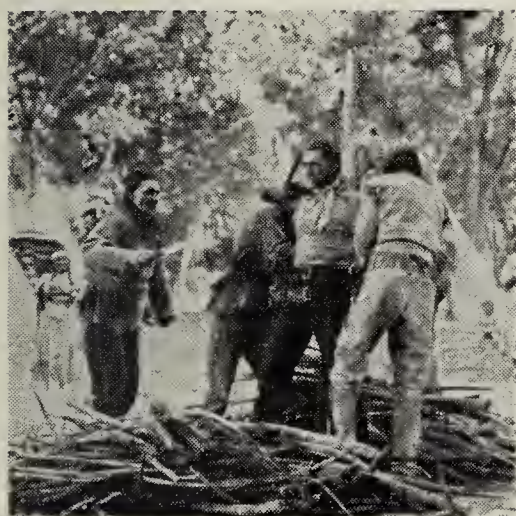
Pete Smith Specialties (MGM)

SPORT

Grantland Rice Sportlights
(Paramount)

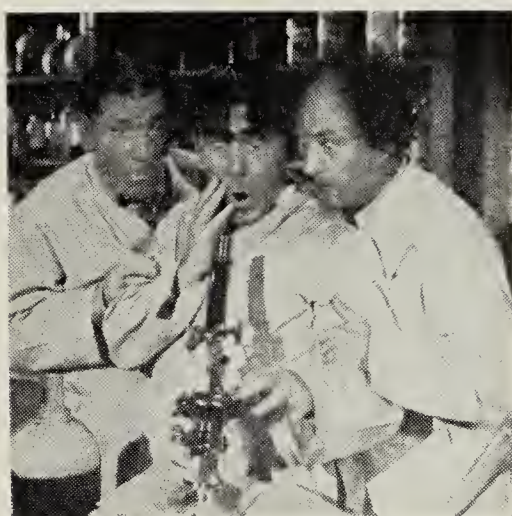
TRAVEL

Fitzpatrick Traveltalks (MGM)



SERIAL

(Columbia)



TWO REEL COMEDY

The Three Stooges (Columbia)



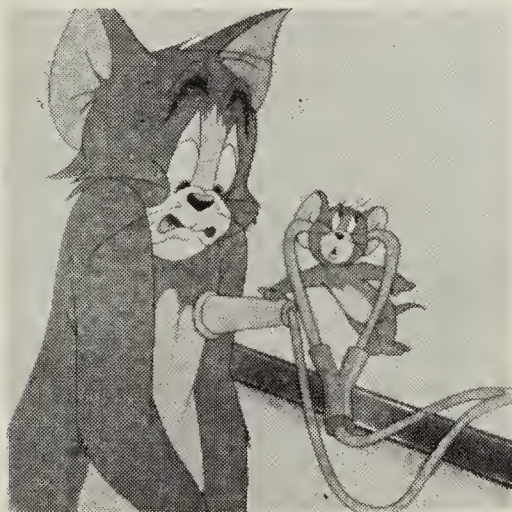
TWO REEL DRAMATIC, DOCUMENTARY

The March of Time (20th Century-Fox)



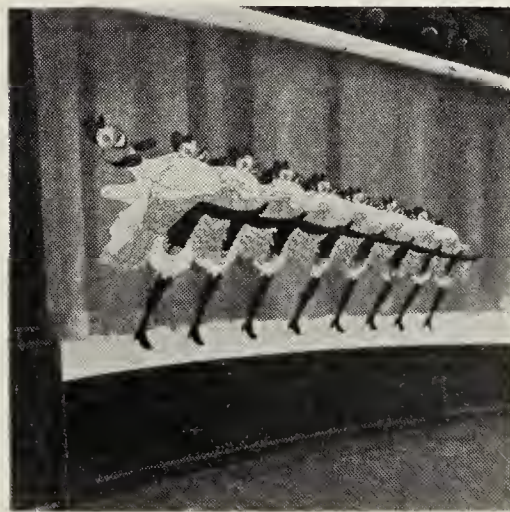
TWO REEL MUSICAL

Name Band Musicals
(U-International)



ONE REEL CARTOON

Tom and Jerry and other cartoons
(MGM)



ONE REEL MUSICAL

Screen Songs
(Paramount)



ONE REEL NOVELTY

Pete Smith Specialties (MGM)



ONE REEL SPORT

Grantland Rice Sportlights (Paramount)



ONE REEL TRAVEL

Fitzpatrick Traveltalks (MGM)

"The Best Screen Novelty Entertainment of the Year"



PETE SMITH SPECIALTIES

have repeatedly won this award ever since
this EXHIBITOR annual poll was instituted.

Voted Top Shorts Series in the Live Action Field for the Eighth Consecutive Year
in annual FAME poll.

And for the Seventh Consecutive Year in "Showman's Trade Review" Poll.

Again . . . many thanks to our Exhibitor friends.

Sincerely,

FRED C. QUIMBY

Producer

M. G. M. CARTOONS



PINE-THOMAS PRODUCTIONS

for

PARAMOUNT

★

"PASSAGE WEST"

co-starring

JOHN PAYNE

DENNIS O'KEEFE

ARLEEN WHELAN

COLOR BY TECHNICOLOR

WILLIAM H. PINE

WILLIAM C. THOMAS

AUBREY SCHENCK

PRODUCER

— PRODUCED —

- TARGET UNKNOWN
- WYOMING MAIL
- THE FAT MAN
- UNDERCOVER GIRL

— PREPARING —

THE GREAT COMPANION

UNIVERSAL-INTERNATIONAL



Exhibitors,

Thanks,

SAM KATZMAN

Producer

COLUMBIA SERIALS

**NAT HOLT AND COMPANY
PICTURES**

IN RELEASE

"THE GREAT MISSOURI RAID"

NEARING RELEASE

"WARPATH"—"FLAMING FEATHER"
"SILVER CITY"

IN PRODUCTION

"THE DENVER & RIO GRANDE"

IN PREPARATION

"HURRICANE WILLIAMS"
"THE PONY EXPRESS"

RELEASE BY
PARAMOUNT



COLOR BY
TECHNICOLOR

Give to the
**MOTION
PICTURE
RELIEF
FUND**



NEWS OF THE

Territory

BRANCHES

Atlanta

The Worth, Lake Worth, Fla., owned by W. E. Shafer, Daytona Beach, Fla., was opened. The theatre was formerly owned by Florida State Theatres. . . . Wometco, Miami, Fla., presented Jack Fink a gold watch for 20 years of service with the company. Fink is manager, Park, Tampa, Fla.

W. J. Wilson was appointed manager, Florida, St. Petersburg, Fla. He replaces Tom Sawyer, who goes to Tampa, Fla., as manager, Florida.

The new owner of the Winston, Double Springs, Ala., is H. Covington, from former owner S. Stephens, now with Uncle Sam. . . . The Hueytown, Hueytown, Ala., has Johnnie Sanderfer as owner. . . . Representatives Grady Courtney and Joseph I. Mathism introduced a bill in the House to regulate operation and construction of drive-ins in Bay County.

W. Perry Neal, for many years a manager in Tallahassee, Fla., resigned to join WTAL. . . . The new theatre in Millville, Fla., opened with room for 364 cars and with M. L. Miller as manager.

In booking were J. H. Thompson, Martin and Thompson Theatres, Hawkinsville, Ga.; Hugh Martin, Martin Theatres, Florida; Clyde Sampler, Duncan Theatres, Georgia; J. B. Myers, Ritz, Lagrange, Ga.; Walter Morris, Pike and Tower, Knoxville, Tenn.; Johnny Burran, Star, Roanoke, Ala.; J. H. Stuches, Highway Drive-In, Cedartown, Ga.; Charles Simpson, State, Chattanooga, Tenn., and Mack Coker, Royal, Statham, Ga.

The Brown sisters, Theo and Dorothy, are now with Kay.

Miss Jackie Staples, Monogram Southern Exchanges, checked in after a trip to Florida.

The old stork passed over the home of Mr. and Mrs. Bob Moscow, Rialto, Center, and Rodeo, and left a little bundle from heaven, a baby boy. . . . Robert B. Davis is the new owner, Lincoln, Nashville, Tenn. . . . Jack Hunt, Tennessee salesman, Wil-Kin Theatre Supply, reported the sale of a new screen to the Newport Amusement Company, Newport, Tenn., and booth equipment to the Nolan, La Fayette, Tenn.

The drive underway by the Motion Picture Theatre Owners and Operators of Georgia to have more movies made in Georgia paid its first dividend. William Pine, of Pine and Thomas, announced that "The Rebel," adapted from a novel

by Karl Brown, would be filmed in Georgia during 1951.

Mr. and Mrs. Charles McGee, she is with Monogram Southern Exchanges, are back after a fishing trip. . . . Added to the office force at Wilby-Kincey Theatre Service were Joanne De-Lany and Jayne Walker.

The old love bug went to Wilby-Kincey, and Louis Jackson and Jake Calvin were married. . . . Miss Gilly is the new secretary to O. S. Barnett, office manager, Monogram Southern.

The Variety Club was host at a big barbecue for the Old Newspaper Boys.

R. E. Ziebell, new owner, Swan, Norcross, Ga., and Mike Hogan, home office representative, Warners, were in paying a visit. . . . Joe Herman was in. . . . Melbe Wooten, formerly with Screen Guild, Atlanta, and Gus Carrafiello were married. . . . Miss Katie Evans, Realart accounting department, is wearing a big diamond ring on her left finger.

Mrs. Sherwood Ramson, booking department, Monogram, checked in after a vacation in Miami, Fla. . . . Mrs. Gertrude McGee, Monogram, was on a fishing trip to Florida.

Memphis

The Tennessee legislature passed a local act providing for the Knox County Motion Picture Board of Review, naming a local minister and six others. However, the board is yet to organize, meet, or review a single picture. The law provides fines of from \$100 to \$500, and a jail sentence of 10 to 30 days for any theatre owner showing a picture banned by the board.

Sunday movies were defeated in Jackson, Tenn., in a referendum by a margin of 489 votes. Returns showed 2721 votes against the proposed ordinance to allow Sunday movies and 2232 for. This was the fifth time in recent years the issue has been brought to a vote, and then defeated. Twenty-three churches in the city, almost all of them, openly campaigned against Sunday movies. Theatre managers carried on a quiet campaign of direct contact. Church factions widely used newspaper advertising and radio time to state their case. The referendum was held along with the general election, a ballot with only three Democratic candidates, the city's next City Commission.

COLUMBIA—Miss Ann Burnett, inspectress, and Charley Jones, office manager, were off on vacation, and Bill Kroeger, Portageville, Mo., was visiting.

MGM—Austin Garner, booker, was vacationing, and Ray Bolick, Kaiser, Ark., was in.

MONOGRAM—Miss Martha Toombs, cashier, was vacationing.

NATIONAL THEATRE SUPPLY—Salesmen A. C. Nelson and C. E. Sumner were on vacation.

RKO—Roy Cochran, North Little Rock; Orris Collins, Paragould, Ark., and Mrs. Henley Smith, Pocahontas, Ark., were in.

M. A. Lightman, Sr., was drafted by the Little Theatre for its 1951 president. He has headed the organization before, when he was reelected several times.

PARAMOUNT—Travis Carr, office manager and booker, has been named salesman, and Bob Kilgore, formerly on the road, but lately in the office, has again been made salesman. Ray Carter moved up to first booker.

Miss Joan Collins, daughter of Orris Collins, Paragould, Ark., was married to Ralph Ratton, Paragould.

U-I—Agnes Bell, inspectress, was vacationing.

20TH-FOX—The Fox Family Club held its summer picnic at Riverside Park. . . . Mr. and Mrs. John Svaples, Piggott, Ark.; Leon Rountree, Water Valley, Ark.; Whyte Bedford, Hamilton, Ala.; C. H. Gray, Kenton and Rutherford, Tenn., and Jimmy Singleton, Marked Tree, Ark.; Douglas Pierce, Paul Schaffer, Marked Tree, Ark.; Edward Malcolin, Mammoth Springs, Ark.; Alvin Tipton, Manette, Ark., and Glen Caldwell, Aurora, Mo., were in.

WARNERS—Bob Tedretty, booker, has been made a salesman. . . . Mrs. Bee Davies, contract clerk, is recovering from a bad attack of pneumonia. . . . Dick Barbee, shipper, was vacationing.

There is a more cheerful outlook on Film Row since the recent drenching rains which saved millions of dollars worth of crops for farmers. Salesmen returning from the Tri-State area reported that business was expecting a general lift.

New Orleans

Pal Broggi, son of J. G. Broggi, theatre representative, is cub sports reporter on The Times Picayune. His first big assignment was a home game of the Pelicans, and he sat in with oldtimer Fred Digby the other evening. Broggi will continue covering football games during his college years at Tulane, where he will major in journalism.

Alex Gournares, wife, and children returned from a visit with papa Gournares in Greece, where they helped the pater celebrate his 105th birthday. Both trips were made by plane. The Gournares are owner-operators, Roosevelt and Roxy, Mobile, Ala., and the Rex, Prichard, Ala.

H. Hargroder, Beverly Drive-In, visited buyer and booker G. Broggi, Exhibitor Service, and took time out to chat with a host of friends who, for many years, were his customers when he was with The Times Picayune entertainment advertising department.

Antoinette Bollharther was operated on June 4. Two days later she was back

home from Montelepre's Memorial Hospital and well on the road to recovery. She is the Lippert cashier.

William S. Butterfield was in setting dates, calling on the supply stores before returning to his home in Ruston, La., and the operation of the Teche and Rustic Drive-In.

Milton Guidry, his wife, and babe, Mona, were taking in the Home Show exhibits at the Municipal Auditorium, lingering at Booths 15-18. What gives, a new house trailer?

James Thomas, manager, Cave, Delhi, La., was seen investing in a new Automatic ticket machine for his boss, Chapman Davis. . . . G. B. Elam, owner-operator, Princess and Avon, Winnsboro, La., visited, calling on his buying and booking representative, Dixie Theatres Corporation, and Theatre Service Booking Company.

Francis and Nancy James, "Miss Defense Bond of 1951," were in on a tour of the nation for the Defense Bond Drive, accompanied by Arthur Lubin, film director. Francis and Miss James received a certificate of honorary citizenship of New Orleans.

Charles Levey was in on his first visit here since he became papa to Sharon. Dorothy, his wife, was cashier, and managed a good share of running their theatre, the Ritz, Hamond, La., before Sharon came along.

Lloyd Edwards resigned as booker for 20th-Fox to enter the field as theatre booker representative with Russell Callen, Associated Theatres.

F. F. "Freddy" Goodrow rounded another year. The occasion was on June 5 but he will not expolit the number of years. His wife surprised him with a shrimp and crab boil party. Present were his son, F. G., and family, his daughter and son-in-law, the Jack Poelmans, III, and his father-in-law, Captain Rose. His son, Bill, and family wished him many happy returns by telephone from San Francisco.

It was W. C. Sharp's first visit here since assuming operation of the Harlem, Lake Providence, La. He made arrangements with Russell Callen, Associated Theatres to buy and book films, and also left an order to join EXHIBITOR's enthusiastic readers.

Howard C. Schumacher, representative of Mission Orange, was on a selling trek in Atlanta. . . . Allied Gulf State's secretary, Harold Bailey urged all members to attend the monthly board meeting and film clinic in the Roosevelt Hotel.

W. L. Kreh, Republic home office representative, visited on his semi-annual tour of branches. He was joined here by Walter L. Titus, Jr., vice-president and southern division manager, and Harold Laird, branch manager, Tampa, Fla., for a sales meeting with resident manager Leo Seichsnaydre, office manager Frank

Barry, and salesmen Thomas and Bluestone.

W. A. Miramon, sales representative, National Theatre Supply Company, was on a pleasure jaunt. . . . Ruth Toubman, secretary, Southeastern Theatre Equipment, is back from a vacation spent in Biloxi, Miss.

Arleen Whelen, Dennis O'Keefe, William Pine, and A. C. Lyles arrived to plug "Passage West," Saenger.

Mrs. Anita Gambina is back in the booking department of National Screen Service. . . . Gloria Mao, secretary to manager Louis Boyer, was on a two-week excursion.

Donald Gomez, formerly with National Screen Service, replaced Edward R. Richard in the shipping department at Paramount. Richard answered Uncle Sam's greetings.

O. W. Philpott's new Pelican Drive-In, Jennings, La., opened. . . . Edith Wilder sold the Princess, Tullos, La., to I. D. Basham.

R. L. Johnson, Johnson Theatre Service, was out in the territory. . . . Reports came through that James Deneve, interested in the Varia Drive-In, Jackson, Miss., purchased the drive-in, Jackson, Miss., which Paramount-Gulf Theatres had contemplated closing. Sammy Wright, M. A. Connett's Booking Service, will buy and book.

William A. Briant, resident manager, 20th Century-Fox, was in Los Angeles on the sales meeting.

Milton and Mamie Dureau, Masterpiece, screened "Pattern For Survival" for the trade and the Committee of Civil Defense Workers. . . . B. M. Huff, Kenner, Kenner, La., was a visitor.

Clayton Hulsh, representative, Glamorren Company, visited with Tom Neely and staff at National Theatre Supply.

Visitors were: Frank Francois, manager, Algiers Drive-In, Algiers, La.; Delahaye and Gaude, Maringuoin and Port Allen, La.; Sam Pasqua, Gonzales, La.; Robert Molzon, Norco, La.; H. Tate, Roxy, Lawtell, La.; George Stout, Bee, Krotz Springs, La.; G. E. Fagot, Monte Sano, Baton Rouge, La.; W. L. Collais, Webb, Cutoff, La., and W. E. Limroth, general manager, Giddens and Rester Theatres, Mobile, Ala.

Marceline Bordeaux, Republic's inspection department; Gus Trog, office manager, Warners, and Mildred Barr, office manager, Kay, were vacationing.

H. G. Plitt, Paramount-Gulf executive, was in Chicago. . . . Mrs. Rosalind Blankenship replaced Mrs. Sue Geiger as secretary to T. A. Pittman, Pittman Theatres. . . . Arthur A. Evans, purchased the Roxy from Clarence Chandler and associates. He plans to do considerable remodeling.

A "Salute to the Coast Guard" proclamation, the participation of the cutter

Tampa in a demonstration and parade, and a breeches buoy demonstration in front of the Joy on opening night were highlights in the excellent campaign conducted by manager Ernest A. McKenna. Buildings and Parks Commissioner Victor H. Schapiro, in the absence of Mayor Chep Morrison, issued a proclamation to pay "homage to the deeds" of the Coast Guard, in connection with the premiere. The cutter Tampa, commanded by Commander H. H. Morrison, held an open house program for the general public, and crew members participated in a parade along Canal Street from Eads Plaza to the theatre. Highlight of the premiere was a breeches buoy demonstration in front of the theatre, with Republic branch manager Leo V. Seichsnaydre getting the free ride in the Coast Guard demonstration.

Arkansas Little Rock

The six corporations in Arkansas, Texas, and Oklahoma which have been part of the Robb and Rowley Circuit have been consolidated under a new parent firm, Rowley United Theatres, Inc. W. L. Pullen, manager of the organization's 10 theatres in the Little Rock area, operated by Arkansas Amusement Company, said the consolidation was part of an arrangement under which E. H. Rowley, Dallas, bought out the interests in the firm of the late H. B. Robb. Pullen said there would be no change in operation of the theatres. In addition to the 10 theatres at Little Rock, the organization has interests in three theatres at Magnolia, three at Arkadelphia, three at Malvern, two at Benton, and one at Bauxite.

Florida Miami

With the activation of Miami's 435th Troop Carrier Wing, plans are in formation for an open-air theatre for the group. Bids are being accepted at the contracting office at the International Airport.

Louis Wolfson, II, son of Mitchell Wolfson, coowner, Wometco Theatres, recently became engaged to Lynn Rabin. Mitchell Wolfson is local chairman for the national Fourth of July celebration. . . . Managerial changes included Don Martin as manager, Dade; Carroll Lowery, managing the Colony Art, with Sol Patchen as new assistant, and Dave Goyen, manager, Shores.

Louisiana Alexandria

A complete remodeling of the Joy was finished.

Mississippi Biloxi

Leon J. Bamberger, RKO sales promotion manager, will address the Mississippi Theatre Owners at their annual convention on June 24-26 on the subject of "What's Ahead."

NEWS OF THE

Territory

Chicago

Ben Katz, midwest director of advertising and publicity, U-I, was convalescing at home after surgery in Miami, Fla. . . . Henry Neibergall purchased the theatre at Thompson, Ia., from Paul Sill. . . . Ruben Shore bought the Colonial, Middletown, O., from Northio Theatres Corporation.

The RKO Grand is using billboard space along the subway and elevated transportation lines. . . . Martin Nemeth acquired the Gem, St. Louis, Mich., from George Marr.

The city tax collection in May was \$90,602 as against \$108,562 for the same month a year ago. The drop was comparable with the tax collections from all forms of amusements, \$138,117 in May and \$160,789 in that month a year ago.

Rows of tulips planted by Mrs. Thurman Ashcraft, coowner, Beacon Drive-In, Portland, Ind., made a brilliant showing.

B and K launched a \$250,000 "Kiddyland" venture at Maumee, near Toledo, O.

Richard M. Marvel is the new owner, Gayety, Arcadia, Neb. . . . Boshoven Theatres bought the Century, Coopersville, Mich. . . . Eddie Jovan, assistant to his father, James Jovan, Monroe owner, after joining the army, was last heard from at Kobe, Japan. . . . O. M. Mellin bought the Roxy, Milton, Ia., from R. M. Brown.

Chester Blinn, Astor night manager, rejoined the navy. He was a reserve who was in 11 major engagements in World War II. . . . Fred Belcher opened the Family Drive-In, the first in Charleston, Ind. . . . Arthur Manheimer came from Detroit to manage National Screen Service. . . . O. J. Faris purchased the Iris, Riceville, Ia., from Clifford Freeman.

Theatre owners participated in dedication of the Lizzie K. Schermerhorn Memorial Room at La Rabida Sanitarium, a Variety Club charity. She was the wife of the late W. Irving Schermerhorn.

The Senate, Springfield, Ill., exhibited in the lobby photographs of dogs for adoption, during "The Painted Hills." . . . Sidney Silverman was named manager, Harlem Drive-In. . . . Rose Latten, UA staff, is better after hospitalization following a streetcar accident.

Irving Beck purchased the Moon, Wilber, Neb., from Mrs. William Troxell.

Paul Tungate, Kay manager, St. Francisville, Ill., was wed to Patricia

Joan Caldwell. . . . Marshal Pinckard, Danville, Ill., supervised improvements on the 54 Drive-In, Clinton, Ill., for Stewart Enterprises.

B and K employees will have their annual golf outing at the Nordic Country Club on June 26. . . . Sam Lazar, theatre equipment dealer, passed on. . . . Martin Hart, 40, general manager, Burke and James, film suppliers, died.

Allied Theatres is forming a cooperative fund to exploit the movies via radio, the proceeds coming from advertising films shown in member houses of the organization. . . . Mrs. Annette Kuebler, Astra, Jasper, Ind., was ill with pneumonia. . . . Benjamin Harding, 68, Liberty, Council Bluffs, Ia., passed on.

Triple film bills were shown by the American, Four Star, Kedzie, Imperial, Madlin, Tiffin, Oak, and West End, neighborhood theatres. . . . Dick Dynes, RKO Wisconsin representative, was named salesman for the organization in St. Paul, Minn., and Minneapolis.

Dallas

Bill Pine, producer, and Arleen Whelan, in "Passage West," Majestic, were guests of the Variety Tent. C. A. "Pappy" Dolsen officiated in the absence of John Rowley. Duke Clark, division manager, Paramount, Pine, and Miss Whelan were introduced. Dolsen, as one of official delegates to the Variety Clubs International convention, reported on the many accomplishments of the other tents throughout the world. About eight new members were inducted with solemnity and showmanship by Wallace Walthall and Dolsen. Bill O'Donnell reported on the forthcoming Turtle Derby plans on Sept. 8. The annual picnic at Boys' Ranch was announced for June 17.

State exhibitors seen along Film Row were: Jack Webb, Sunset Drive-In, Temple; Lester True, Ellis Drive-In, Waxahatchie; Ross R. Willoughby, Runge, Runge; Bill Lammert, Crawford, Crawford; Skeet Noret, Sky Vue Drive-In, Lamesa; Ernest Lee, The Twin Falls Drive-In, Wichita Falls, and J. Beeson, Fiesta Drive-In, El Paso.

George W. Sullivan has purchased the Runge, Runge, Tex., from Ross Willoughby.

A group of five judges were on hand at the Longview Country Club, Longview, Tex., to pick a winner in the East Texas beauty contest. Bob Hartgrove, B and B Booking Service; Leroy Bickel, MGM branch manager; Russell Brown, salesman, U-I; Joe Lynne, Columbia salesman, and Robert L. Willding, Music Corporation of America.

L. N. Crim, Jr., and Bob Hartgrove returned from Kansas City. Crim and Hartgrove, owners, Cowtown Drive-In, Fort Worth, Tex., report improvements in the way of 200 speakers, a second boxoffice, and a big new double driveway entrance.

Bill Lewis, formerly with Eagle Lion Classics, is now sales manager of the film exchange department of B and B Booking Service, and will handle special road show attractions. . . . Jack Swiger, Southland Enterprises, is back after a trip to Chicago and Indiana.

Jim Blevins, president, Blevins Popcorn Company, spent several days with Stormy Meadows, local representative, before going north to Oklahoma City. "We are expanding our office in Dallas, adding to our display rooms, and increasing our stock of equipment" stated Blevins, "and we want all exhibitors to visit when in the vicinity of Dallas." Blevins is also introducing the new "Scoop Built-In Popcorn Box." Blevins is experimenting with special seed. Jim Blevins will be in Texas every 60 days to check closely on the experimental popcorn growth, with the plan of putting in substantial Texas acreage of popcorn in 1952.

In Galveston, Tex., this city's eight theatres were separated last fortnight, John Browning, manager, Interstate Theatres, said. Interstate Theatres will operate the State, Queen, Broadway, and New Oleander Drive. The Martini Estate will operate the Martini, Key, Tremont, and Isle, with G. Martini as city manager. Browning said the Martini Estate has been a partner with Interstate in the operation of the four houses reverting to it for a number of years.

Denver

Frank Sheffield, formerly with ELC as salesman, is now with RKO in the same capacity, succeeding John O'Brien, Jr., who resigned to reenter college. . . . William Peregrine, assistant manager, Orpheum, is daddy to a son, eight-and-one-half-pound Paul Kent Peregrine, born at St. Luke's Hospital. . . . Fred Brown, Black Hills Amusement Company film buyer and booker, has gone home from St. Luke's Hospital, where he underwent treatment for several weeks.

George Smith, Paramount division manager, was in for talks with Ward Pennington, branch manager, and the two made calls on the circuits. . . . Sam Feinstein spent about \$5,000 in a thorough remodeling job at the Gem, Hugo, Colo., which he recently bought from Clarence Martin.

Film Row visitors included: Mr. and Mrs. John Merhege, Espanola, N. M.; Neal Beezley, Burlington, Colo.; Merle Gwinn, Benkelman, Neb., and Jack Brandenburg and Floyd Beutler, Taos, N. M.

Des Moines

R. F. Gray, manager, Des Moines Drive-In, ended up with several headaches when he scheduled a fireworks display for the end of the evening performance. First, a sneak thief swiped about half of the fireworks purchased for the exhibition. Some of his best bombs and spraying rockets were taken. He decided to go ahead with the remain-

ing portion of the bang-bang stuff anyway, and instructed his help to start shooting just as the main feature ended. What Gray didn't figure on was that the picture had a movie within a movie, and about half way through the words "The End" flashed on the screen. Bang! Bang! went the fireworks right in the middle of the picture.

Iowa Allied exhibitors attending a one-day showmanship clinic conducted a poll on the most unfair distributors, and listed U-I first and RKO second. MGM received one vote while Paramount received a clean slate. Charles Niles, National Allied, discussed his clearance program at a closed session while one session was devoted to plans for showmanship. Myron Blank, Central States, proposed a state-wide promotion if the distributors would promise to produce some good films. All of the branch managers discussed their promotion plans.

The residents of Garnavillo, Ia., have long wanted a theatre, but there has never been a building suitable. The only thing to do was put up a building, and that's just what the community is doing. Nearly 150 shares of stock have been sold since last September, and the Garnavillo Theatre Corporation hopes to have a \$25,000 house ready to lease by late summer. Seating capacity of the building will be slightly over 300, half of the population of Garnavillo. To keep costs down, all local labor is being used, and no contracts were let.

Los Angeles

Star personal appearances highlighted the west coast premiere of Allied Artists' "I Was An American Spy." The day-and-date premiere was in 18 Southland theatres, including 10 Pacific Drive-In houses, and the Palace and Hawaii. The personal appearances were made at the Compton and Vermont Drive-Ins.

Private First Class Richard L. Yates, 20, son-in-law of Sanford Abrahams, Monogram-Allied Artists' executive, has been killed in action in Korea.

Milwaukee

Fox-Wisconsin's Garfield was the scene of considerable activity recently when the Milwaukee Association of Commerce and the Milwaukee Association of Purchasing Agents met with government officials to discuss business controls. . . . Mr. and Mrs. Ervin Morris, Muscoda, Muscoda, Wis., left for the west coast to spend about six weeks. . . . Jerry Goderski, Howell Theatres, Inc., has been making regular trips to the Madison General Hospital for a checkup. He has already had 27 X-rays taken.

Jack Frost, salesman, Metro, took the position of branch manager of the Kansas City Monogram office. . . . The Perfect, Stambaugh, Mich., formerly owned by the Brunelli brothers, changed ownership. . . . Highlight of the Two Rivers, Wis., Washington High School senior's floor show at the Community House auditorium was the master of ceremonies, Jimmy Andrus, manager, Rivoli.

In addition to exploiting his movies, he also m.c.'s a new radio program.

At a meeting of the board of Allied Independent Theatre Owners of Wisconsin, held at Wausau, Wis., Oliver Trampe was appointed a member to serve the unexpired term of his late father, Charles W. Trampe. . . . Rudy Koutnik is no longer at the Palace. He is presently managing the Paradise, West Allis, Wis. . . . Leo Sachsels, son of Dick, is refinishing and fireproofing screens.

Tony La Porte, Avalon, was rushed to the hospital. He then remained while having a complete checkup.

Friends and well-wishers of Harry MacDonald, Warner manager, are congratulating the veteran on his full recovery from a long illness and return to the theatre. His return results in a well-deserved promotion for Bob Groenert to the managership of the Alhambra. Tony Ubl moved from the Alhambra to the Warner as an assistant, and Tommy Senger winded up as treasurer.

Gary Franzen, formerly with Fox-Wisconsin, and now with Trident, Corporation, is acting manager, Fox Bay, formerly managed by Arvid Peterson.

The secretarial staff of the AITO, Irene Preston and Arden Thur, attended a state convention of their sorority at the new Edgewater Hotel, Madison, Wis. . . . Ollie Trampe and Benny Benjamin took a flying one-day fishing trip. Trampe was pilot. They worked hard, and caught no fish but had a grand time. Jerry Goderski made a one-day fishing trip after the Wausau, Wis., regional meeting. He said the fish were biting fine. Trampe and Benjamin might try his spot on their next fishing trip.

Tony Curtis and Piper Laurie will visit on July 3 and 4 to publicize "The Prince Who Was A Thief." . . . Jean Honthaner, daughter of Al Honthaner, Comet, was the last of three daughters to graduate from Holy Angels Academy. Her twin brother, Ronald, graduated from Pius High School. While on his way to the high school prom, the latter completely wrecked his dad's Chrysler but came out of it without a scratch. Dad is now in the market for another car.

Governor and Mrs. Walter Kohler had as their guests at the executive mansion screen actress Esther Williams and her husband, Ben Gage. . . . Harold Pearson, executive secretary, AITO, remained up north for a vacation at his home town, Marinette, Wis., after the regional meeting. . . . The sale of the Peerless was pending. Both Jim and Clifford Baker, present owners, will devote their full time to the Curtis and Becker ambulance services, which they have been operating for some time.

Jimmy Fazio is taking over Arvay's "The Pines" night club. . . . The pooling arrangement between S and M Theatres and Standard Theatres with the Times and Tosa, Wauwatosa, Wis., has been discontinued. S and M Theatres did the

buying and booking for the two theatres, and Standard handled the operation. The split gives the Tosa to S and M and the Times to Standard Theatres.

Minneapolis

An "urgent" call to directors of North Central Allied to attend a board meeting was issued by newly-elected President Ted Mann.

The NCA resumed its regional meeting with the first one held at the Nicollet Hotel for southern Minnesota exhibitors. Other meetings will be held at Duluth, Minn.; Bismarck, N. D., and Fargo, N.D., according to Stanley Kane, NCA executive counsel.

J. J. O'Loughlin, UA Midwest district manager, was in. . . . Lloyd T. Kressly opened his new drive-in one mile west of Lemmon, S. D. . . . Henry Leitzau opened a drive-in near Gary, Minn. . . . Two-for-ones and free passes with laundry orders have been added to the woes of Minneapolis neighborhood exhibitors.

A deluxe suburban theatre recently dropped from an early run to a double feature policy. . . . Friends of Harry Hirsch, veteran showman who suffered a heart attack recently, will stage a wrestling match in his honor at the Minneapolis auditorium.

Oklahoma City

On the occasion of the 40th anniversary of Bob Wilby's entrance into the exhibition end of the business, the Selma, Okla., Retail Merchants Association honored him with a banquet, and presented him with a plaque. Wilby recalled how he started back in the days of the one-reelers at the present Wilby, then the Academy of Music.

Omaha

William B. Zoellner, head, MGM shorts and newsreel sales, was in.

Portland

Pat Patterson, franchise holder for Astor of Los Angeles, San Francisco, Seattle, and Portland, with headquarters in Los Angeles, was in New York for product conferences with R. M. Savini, president, Astor.

Keith Penzold, Parker's Broadway, put on a "Queen" contest to feature "Queen for a Day." . . . Manager Rob Robinson, city manager, Evergreen Theatres, announced the reopening of the McDonald, Eugene, Ore., following remodeling. . . . New carpets and draperies are improvements at Evergreen's Fox, Spokane, Wash. . . . Jack Weber, manager, Sollwood, had a special kids show plus a picnic. . . . Darby's drive-in near Toppenish, Wash., is used for church services off hours. Arthur Darny donated facilities. . . . Mid-State Amusement Corporation announced the repainting of the Capitol, Salem, Ore. . . . The Mayflower, Eugene, Ore., closes for the summer, advises Jack Baldock, manager. . . . Walter Hoffman, Paramount representative, was bringing in Bing Crosby for golf.

At Pullman, Wash., the Cordoa building sustained fire loss estimated at \$50,000. However, the Cordova itself, operated by owner P. W. Struppler, suffered only some \$10,000 damage to carpets and draperies and walls from smoke and water, but wiring and equipment were intact, and there was no shutdown in theatre operations.

St. Louis

In Unionville, Mo., the Royal was destroyed with five other buildings in the worst fire in the town's history. Total damage was estimated at close to \$500,000. Royal owner G. W. Summers set up a temporary showplace in a vacated ice plant, and planned to have a larger theatre rebuilt on the Royal site by fall.

Tent 4, Variety Club, voted to make the Cerebral Palsy Clinic now in operation at the Firmin Desloge Hospital its charity, John Meinardi, district manager, Fox Midwest Theatres, and Chief Barker, announced. For several years, the Newell Clinic for Spastic Children had been the main charity effort financed through the "Heart Fund." However, the Newell Clinic recently decided to close. The decision to contribute to the support of the Cerebral Palsy Clinic was made at a meeting of the Variety Club at which Edgar G. Boedeker, attorney, a member of a parents association interested in the Firmon Desloge Hospital clinic, explained its method of operations and the need for additional financial support. Chief Barker Weinardi said that Tent 4 also will continue to provide eyeglasses for needy school children. Tom Canavan, Altec Service, and Lou Ansell, Ansell Amusement Company, Tent 4's delegates to the recent national convention, gave detailed reports.

Plans for the territory's full participation in the Fox Midwest annual "Rhoden Weeks" campaign, the first two weeks of July, were discussed at a gathering of managers and assistant managers with President Elmer C. Rhoden and other key executives from the Kansas City headquarters in attendance. D. S. Lawler, director of public relations and advertising, and Frank Bamford, director, concessions department, were among the speakers. Also over from Kansas City was Ralph Adams, film buyer. Others in attendance were: John Meinardi, St. Louis district manager, and Russell Mortensen, district booker; Phil Hill, Belleville, Ill.; Richard L. Wright, Benton, Ill.; Glenn Carroll, Cape Girardeau, Mo.; Glenn Boner, city manager, and Clyde Pattson, assistant manager, Centralia, Ill.; Earl Mitchell, Christopher, Ill.; Ermas Alred, DuQuoin, Ill.; B. M. Montee, city manager, and E. J. Barton, manager, Times, Jacksonville, Ill.; Al Spargur, Marion, Ill.; H. M. Burnett, city manager; Leon Koch, manager, Stadium, and J. Walker, manager, Plaza, all Mount Vernon, Ill.; William Souttar, Springfield, Ill., and E. J. DeSilva, city manager, and Don Williams, manager, Roxy, West Frankfort, Ill.

The series of six regional meetings and film clinics of the Mid Central Allied Independent Theatre Owners, Inc., were scheduled to conclude with meetings at the Edwin Long Hotel, Rolla, Mo., at the Mark Twain Hotel, Hannibal, Mo., and at the Pere Marquette Hotel, Peoria, Ill.

In Belleville, Ill., officers and the board of directors, Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois, met at the Hotel Belleville, with President Tom Edwards, Farmington, Mo., presiding. Tom Bloomer, Bloomer Amusement Company, Belleville, regional vice-president, made all of the local arrangements. The publicity committee reported the plans it has made for furthering the interest of the industry in this section. It was announced that the recently organized speakers bureau, formed by the publicity committee, had made arrangements to have Ronald Reagan, Paramount star, speak at the 36th annual convention of the Kiwanis International on June 20. Another speaking date set by the Bureau is for Bill Powell, district manager, Midwest Drive-In Theatres, to address the Fairfield, Ill., Kiwanis Club on June 28.

In Gillespie, Ill., the 750-seat Lyric closed for an indefinite period.

In Finlay, Ill., the 300-seat Okaw closed to permit owner J. F. Janssen to take his annual vacation trip to California.

In Licking, Mo., the new 350-seat theatre was opened by L. H. Pettit, Ava, Mo., who has operated the 200-seat Licking.

In Columbia, Mo., under a change of policy, the 435-seat Francis is operating as a suburban white theatre, the name being changed to the Tiger, with Emmett Snodgrass as manager. A special section of the theatre is reserved for Negroes. The Francis, which operated as a Negro house, was owned by A. C. Wooten. Wooten and Snodgrass are the owners of the Tiger.

In Effingham, Ill., the Effingham, 1000-seater, closed for the summer. John Sturm, resident manager, said that the 750-seat Heart and the Rustic Starlite Drive-In, 450 cars, will provide sufficient motion picture entertainment.

The Carver, owned by Charles Goldman, Julius Leventhal, and Tommy Tobin, was closed.

In Lawrenceville, Ill., plans were underway for renovating the State. Under the arrangements, the seating capacity of 362 will be reduced slightly.

In Havana, Ill., the proposed drive-in on Route 78, south of Havana in the Matanza Beach area, planned by the Kerasctes Theatres, Springfield, Ill., has been postponed.

Edward B. Arthur, general manager, Franchon and Marce Service Corpora-

tion and president, St. Louis Amusement Company, has been named chairman of the public relations committee for the Greater St. Louis Community Chest Campaign. . . . Ray Colvin, president, Theatre Equipment Dealers Association, and Mrs. Colvin were motoring to the west coast.

Out-of-town exhibitors seen included: Forrest Pirtle, Jerseyville, Ill.; Loren Cluster, Salem, Ill.; Mrs. Edith Pauls, Crafton, Ill.; Russell Armentrout and Roger Moyer, Louisiana, Mo.; Otto Ingerwersen, Montgomery City, Mo.; Mrs. C. G. Redford, Auburn, Ill.; Dick Fisher, Willow Springs, Mo.; John Giachetto and Rani Padrucci, Frisina Amusement Company, Springfield, Ill.; Paul Schroeder, Lebanon, Ill.; Herman Tanner, Vandalia, Ill.; Wayne Smith, Egyptian Drive-In, Herrin, Ill.; Dick Wade, Griggsville, Ill.; Walter Kirkham, Commonwealth Amusement Company, Kansas City, and Bill Griffin, booker-buyer, Rodgers Theatres, Cairo, Ill.

Salt Lake City

In Billings, Mont., Independent theatre owners of Montana completed a two-day semi-annual convention by electing Fred Arnst, Fort Benton, president for one year. Arnst succeeds Herb Bonifas, Chinook. Reelected were Jack Suckstorff, Sidney, vice-president, and Clarence Golder, Great Falls, secretary. New directors are Frank Morgan, Livingston; E. R. Munger, Helena, Bonifas; Rex Flint, Baker, N. M.; Stubblefield, St. Ignatius; Tom Grady, Shelby; E. M. Jackson, Plentywood, J. H. Moran, Laurel, and O. E. Lackrem, Circle, Mont.

San Antonio

A special summer fun show has been scheduled each Wednesday afternoon at the Olmos. The audience is also invited to attend the regular film show following the special matinee. . . . Robert Sheldon, manager, Uptown, Southern Theatre Company, announced that he will give art films a twirl.

Interstate offered a free pass good for two during the entire summer months to the Worth, Fort Worth, Tex., to a young woman or girl, who would sit through a special midnight preview showing of "The Thing," Worth. . . . The Interstate-operated 7th Street, Fort Worth, Tex., is now allowing patrons to smoke in the balcony of the house. . . . Boyd Milligan opened the new 700-seat Poly, Fort Worth, Tex. He formerly operated the Pix. . . . The Texas Grand, operated in El Paso, Tex., since 1907, closed. John Jaxton, city manager, Interstate, announced that the circuit has sold the equipment in the house.

A tomahawk-making contest was conducted by four Interstate managers in Fort Worth, Tex., when "Tomahawk" played their houses at the same time. They included Clyde Allan, manager, Ridglea, Bub Johnson, manager, Parkway, Al Peterson, Tower, and Howard Yarbrough, Bowie. . . . Wally Womack has taken over as manager, Texas, Austin, Tex. . . . Harold Novy, manager,

Paramount, Austin, Tex. is the proud father of a baby boy. . . . Manuel Gonzales has been named manager, Iris, Austin, Tex., a Spanish-language film house.

Ceremonies honoring San Antonio's outstanding fathers was held on the stage of the Majestic, sponsored by the Father's Day Council.

The Oleander Drive-In was opened at Galveston, Tex., by Interstate. There is capacity for 800 cars. Myron Hudgins has been named manager. In for the opening were Raymond Willie and Torrence Hodgins, home office, Interstate; A. D. Deason, Houston, Tex.; Cecil Burch, Paris, Tex.; Jerry Wilson, Tyler, Tex., and James Thorpe, Abilene, Tex., all of Interstate. Al Reynolds, Ezell and Associates, drive-in operators, was also here, as were other theatre owners and operators.

The Darwin, Booker, Tex., formerly owned and operated by M. L. Brooks, has been sold to J. T. Barnes. . . . The Dawn, Natalia, Tex., had its name changed to the Rialto by its new owner, G. T. Teague.

The Congressional Medal of Honor was on exhibition together with other service medals in the lobby of the Majestic in connection with "Go For Broke." . . . Dennis O'Keefe, John Payne, and Arlene Whelan, stars of "Passage West," were visiting various Texas cities.

San Francisco

David Bolton, president, Trans-California Theatres, announced the purchase of the 850-car Stadium Auto-Movies from Golden State. Located in San Leandro, Cal., the Stadium was purchased at a price of \$200,000. . . . Harry Franklin, executive with Aaron Goldberg Theatres since 1942, retired because of ill health. Mrs. Goldberg is disposing of her theatrical interests, with the exception of the 393-seat Regal. Irving Ackerman has taken over the lease of the 471-seat Silver Palace, and Ralph Dostal, Lippert, San Francisco, has taken over the lease of the 494-seat Peerless. Executive offices of Aaron Goldberg Theatres moved from the Golden Gate building to 525 Market, and will be under management of Harley D. Oakley, management consultant. Kenneth Stewart, former manager, Peerless, resigned.

Fox West Coast Theatres picked up the lease from Union Oil Company whereby Union rented the parking lot in rear of the Fox. Now Fox patrons may have the convenience of easy parking without charge. . . . Cliff Giessman, who resigned from Blumenfeld's East Bay district managership, has been appointed by George Mann to take charge of all Mann's Redwood Theatres. Giessman will have his headquarters in Eureka, Cal.

Mary Hennessy, formerly Fox West Coast Theatres publicist and more re-

cently advertising and publicity director in San Francisco for Loew's Warfield, opened her own publicity and public relations office in the Pacific building at 821 Market Street. Marjorie Milward, former assistant producer of the radio show, "Lady Be Beautiful," emanating from San Francisco, will be in charge of the television and radio departments.

David Mistlin, exhibitor from London, was visiting George Mann en route to Hollywood.

Two Northern California theatres which closed are the 1129-seat United Nations, operated by Fox West Coast, and the 1471-seat Esquire, Oakland, Cal., operated by Blumenfeld Theatres.

Frank Enea Lucido was in booking Columbia pictures for his automovies, Oakland, Pittsburg, and Salinas, Cal. . . . Albert Rimoldi, formerly assistant manager, Crest, Sacramento, Cal., has been appointed manager, State, Lodi, Cal., by Spencer Leve. . . . Floyd Ford has been promoted from assistant to manager, Strand. . . . Over at Columbia, there was a temporary stenographic job available. . . . Ted Galanter, MGM exploiter, returned from Seattle, where he campaigned for "Go For Broke." . . . Gladys Paul, Warners, chairmanned a successful company picnic. . . . Rita Clark Semple, former booker at Republic, had her first baby, a five pound boy. . . . Republic's cashier, Genevieve Sutton, was on vacation. . . . Also vacationing was Ruby Ascariz, booker, National Screen Service. . . . George Mann, president, Mann's Theatre Service, has been appointed by Mayor Elmer Robinson to the citizens' committee of the new Maritime Museum. . . . Emil Palermo, Star, Stockton, Cal., was in. . . . Graham Kislingbury, district manager, North Coast Theatres, has a novel idea for previews. Rather than just bringing the preview on cold, Kislingbury has one of the local radio announcers introduce the film to be shown to the audience. . . . When Robert L. Lippert's "Little Big Horn" opened at the Paramount, John Ireland, Joanne Dru, Lloyd Bridges, Bruce Cabot, and Sid Melton made personal appearances. . . . Anne Belfer, publicist, North Coast Theatres, arranged tie-ups with the Santa Fe Railroad for "Santa Fe," Orpheum. All employees of Santa Fe were circularized. The railroad ran ads in all four papers calling attention to the motion picture. A tieup was also arranged for "Gasoline Alley." Every day, The San Francisco Chronicle ran a heading over the comic strip, "Gasoline Alley," calling attention to the motion picture and theatre.

Seattle

Joseph J. Walsh, head of branch operations, Paramount, was in to complete arrangements for the moving of the branch office. Currently located at 2330 First Avenue, the branch office will be moved to 2312 Second Avenue in late June or early July.

Five Warner theatres in the Pacific Northwest have been sold to the Forman Theatres and United Theatres. The deal,

announced by William R. Forman includes the Aberdeen and Bijou, Aberdeen, Wash.; the Hoquiam, Hoquiam, Wash., and the Elsinore and Capitol, Salem, Ore. Forman, whose headquarters are in Seattle, said the theatres are the last Warner holdings in this area.

Various changes in the executive personnel of the division offices were announced. Lowell Parmentier, for the past eight years merchandising manager and purchasing agent, resigned to take an executive position with the Bon-Bon Corporation of California. He has been succeeded by Carl Mahne, manager, Washington district. M. M. Mesher, district manager, Oregon, comes in to succeed Mahne. Russell Brown, with the organization since 1932 as a theatre manager and advertising manager, Oregon district, succeeds Mesher as Oregon district manager. James O'Connell, city manager at Spokane, Wash., was transferred to Seattle as city manager. Jack Hamaker, former city manager in Seattle, now has O'Connell's place in Spokane.

Louis Goldsmith, for 21 years on the RKO sales staff, has been granted an indefinite leave of absence. He has been succeeded by Floyd Henninger as salesman in southern Washington. Buck Tidwell remains as office manager-booker.

Rex Jackson has been promoted to assistant manager, John Hamrick Music Hall, to replace Al Dent, resigned. Danny Boone, merchandise manager at the Music Hall, has been made assistant manager, succeeding Jackson at the Music Box. With work of renovating and refurnishing underway, the Blue Mouse is dark in the afternoons. . . . Gloria Barraclough, secretary to Paul McElhinney, Republic branch manager, was married to Richard Wilkinson. . . . Alice Jean Higgins, daughter of F. M. Higgins, Higgins Amusement Enterprises, was married to Robert Lorentz in Mount Baker Presbyterian Church, a reception following at the Rainier Club.

J. A. Walsh, supervisor of branch operations, Paramount, arrived to superintend the completion of Paramount's new office quarters on Film Row.

Jack Burk, 20th Century-Fox branch manager, left for Los Angeles to attend the national meeting of branch managers. . . . John Lee and Corbin Ball were in from Moses Lake and Ephrata, Wash., buying and booking for their new theatres, the Lake, Moses Lake, and the Lee, Ephrata. They are reequipping their Ritz and Marjo, Moses Lake and Ephrata, respectively, to operate on weekends. . . . James Brooks, 20th Century-Fox booker, and Mrs. Brooks entertained a party of friends in honor of their daughter, Patricia Ann, following commencement exercises at Issaquah High School, at which the latter was valedictorian. . . . Although fire caused serious damage to the two-story Cordova building in Pullman, Wash., the theatre itself and its equipment sustained only minor damage. P. D. Struppler is the owner.

NEWS OF THE

Territory

BRANCHES
Cincinnati

The recent half-page cooperative advertising by downtown restaurants in The Enquirer proved such a business builder not only for the eating places but for the downtown motion picture houses, that the latter were planning a similar campaign with the newspaper.

New officers of the Variety Wives were installed at a luncheon meeting in the Variety Club headquarters in the Netherland Plaza Hotel. The new officers received corsages, and Mrs. Morris D. Dennis, who continues as president, was presented with a sterling silver compote. Club activities have been suspended for the summer.

Walter Compton, RKO publicity department, was beating the drums for "Kon-Tiki," Guild. . . . Northio officials in were Henry Plitt, New Orleans office, and Herbert Hahn, New York City office. . . . Also here were Morris Lefko, RKO district manager, Cleveland, and Dan Loventhal, assistant to Nat Levy, RKO eastern division sales manager.

Jay Goldberg, Realart branch manager, was in Dayton, O., on business. . . . Bob Lawes, former office manager at ELC, is now with the RKO booking department. . . . New on the Paramount staff are Pat Lumm, student booker, and Jean Robinson, contract department. . . . Robert Braham is new manager, Cozy, Cedarville, O. . . . Midwest Theatre Supply furnished the RCA equipment for the new Lakeview Drive-In, Burnside, Ky., operated by H. E. Otto.

Vacationing were: Tom Morris, Columbia booker, at Miami Beach, Fla.; William Gregory, Paramount booker, in Texas; Marian Gruner, cashier's department, and John Kallmeyer, booker, U-I; Helen Leisgang, TOC typist, and Mary Catherine Beck, UA cashier, in Florida.

Visitors included: George Dellis, Portsmouth, O.; Frank Nolan, Athens, O.; Carlos Crumm, Lancaster, O.; Mr. and Mrs. Joseph Wingate, Camden, O.; Frank Yassenoff and Jack Needham, Columbus, O.; Carl Pfister, Troy, O.; J. B. Steadman, Marietta, O.; John Gregory, Fred Krimm and Roy Wells, Dayton, O.; C. E. Huperich, South Zanesville, O.; Harry Wheeler, Gallipolis, O.; H. E. Bennett, Circleville, O.; George Turkulas, Hamilton, O.; J. Woodrow Thomas, Oak Hill, W. Va.; Julian Silberstein, Huntington, W. Va.; Sylvan Banks, and Louis Shore, Williamson, W. Va.; Jerry Jackson, Williamsburg, W. Va.; Charles Vehling, Lexington, Ky.; Kenneth Williams, Paintsville, Ky.; James Denton, Owensville, Ky., and Charles Bowles, Beattysville, Ky.



In New York recently for a sequence filmed for producer Maurice Duke's "Disc Jockey," for Allied Artists, was popular Art Pallans, WNSW, Pittsburgh.

Cleveland

Bob Morris was signed by Harry Goldstein, Allied Artists' eastern exploitation representative, to assist him on the publicity and exploitation campaign preceding the Ohio premiere of "I Was An American Spy," Hipp.

Theatre TV was installed at RKO's Palace in time for the exclusive telecast of the Joe Louis-Lee Savold heavyweight bout. The 3,284-seat house is the third in the RKO Circuit to be equipped for theatre TV showing.

Josephine Baker brought out the box-office lines at the RKO Palace, where she headlined a variety stage show. . . . Max Mink, RKO Palace manager, was busy not only supervising the theatre crowds but also after show hours when RCA engineers were installing a king size screen for TV shows scheduled to start with the Savold-Louis fight.

Elmer and Harry Balaban officially opened their new children's playground on route 8, Randall Junior Playland. They avoided all carnival atmosphere in the project, taking their designs from storybooks, including the Gingerbread House for refreshments, and a Lollipop Tree. There are nine rides, including ponies, miniature airplane, boats, and merry-go-round. The playground is situated near the East Side Drive-In.

A voluntary petition in bankruptcy was filed by lessees of the Esquire, 700-seat downtown first-run house that closed recently. Liabilities are listed at \$77,647 and assets at \$55,000. Formerly operated by Warners as the Lake, the house was leased in August, 1948, by a group of independent theatre owners.

John Olszeski has taken over the Rex, Dillonvale, O., and has renamed it the Dillon. Paul Olszeski owns the Arcade, Dillonvale.

E. J. Stutz and Robert Snyder, independent distributors, now have available for booking a single reel called "How to Pitch," starring Bob Feller.

Al Sunshine, Advanads, will attend the convention of the Virginia Theatre Owners in Richmond, Va., on June 18-20.

. . . Sylvan Goldfinger, Telenews organization, has been in arranging to take over the Hippodrome on July 8, when Warners turn it over to the new owners, Herbert Scheftel and Alfred G. Burger.

Dick Wright, Warner Theatres' northern Ohio theatre district manager, is spending his vacation on his nearby farm. . . . Al Stern, Warner Theatres' advertising art department, is catching up on home odd jobs. . . . "Mascey" (Mrs. Robert Svegel), Republic head booker, is another front porch vacationist. . . . Jane Toth, secretary to Warner branch manager Jerry Weschsler, failed to list a vacation address. Norma Rose, who takes Yarro Miller's dictation at WB, is adding her duties to her regular job until she returns.

There is rejoicing in the Wechsler family. The Warner branch manager and his wife learned that their son, Dr. Harry Wechsler, who has been in Tokyo the past eight months, has been transferred to the Great Lakes Naval Base, and is expected home momentarily.

Irving Marcus is getting arm as well as leg exercise. The National Screen Service salesman is painting his house when he isn't out calling on NSS customers.

Urban Anderson, for many years affiliated with the industry in and around Cleveland, is now living in Minneapolis, where he is general manager for the Northwestern T. V. Theatre Circuit. He buys, books, and operates the houses in Montana, Wyoming, North, and South Dakota.

Francis X. Bushman and Betty Blythe made three stage appearances at the Allen and many radio and TV appearances while here in connection with "The Hollywood Story."

Some local film men see the coming of double features at the downtown theatres in the foreseeable future.

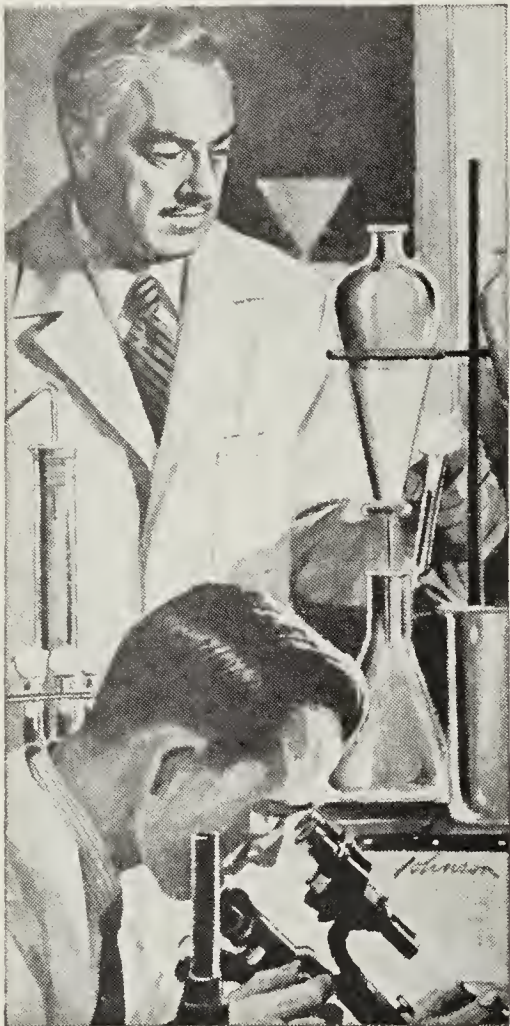
Irwin Pollard, Republic branch manager, met with district manager J. P. Curtin in Buffalo. . . . Sully Ginsler, United Artists salesman, recently transferred to Buffalo, was in. . . . W. Ward Marsh, The Plain Dealer photoplay editor, spent the week in Rochester, N. Y., studying the Edison movie museum exhibits.

Two downstate theatres have adopted new summer policies. The Atlas, East Liverpool, O., is down to Saturday-Sunday operation only, while the Roxy, DeGraf, O., is staying open on Thursdays, Fridays, and Saturdays. On these days, it is showing only westerns.

Mollye Davis, MGM cashier, is back from her west coast vacation. She visited the Johnny Coines, formerly of Cleveland, but missed former local MGMer "Buck" Stoner, now 20th-Fox western division manager.

Frank Murphy, Loew's Theatres' division manager, and Ted Barker, publicity

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director, were hosts to 45 members of the famous 422nd division at dinner followed by their attendance in a body to see "Go For Broke," Loew's State.

Robert Richardson, former ELC branch manager, who recently resigned from the United Artist sales force, is back in the distribution field. He has joined the newly organized Souvaine Selective Pictures Company, Inc., as division sales manager, covering Ohio, Indiana, Illinois, and Missouri. Heads of the new company include Henry Souvaine, producer of top TV shows; William C. McMillan, Jr., chairman of the board of Pathe Industries, Inc., and Charles Amory, also formerly with ELC. Richardson will make his headquarters in Cleveland.

Detroit

Claire Phillips, World War II spy in the Philippines, arrived for personal appearances in connection with the Michigan premiere of Allied Artists' "I Was An American Spy." The David Diamond production opened at seven drive-in houses in addition to the conventional theatres.

Downtown first-runs are running safety trailers in cooperation with the Safety Council to reduce Detroit traffic accidents, especially during the transit strike.

Raymond Schreiber, circuiteer, is back from an extended vacation in Arizona.

William Schulte, circuit head, is getting along very well after his fall from a downtown building.

David Idzal, manager, Fox, is busy as head of the festivities committee preparing a huge celebration for the city's 250th birthday anniversary next month.

Booker T. manager for the Korman Circuit, William Chase, has gone into partnership with his brother to operate a restaurant. . . . Great Lakes manager Richard Funk is back from a motor trip to the Smoky Mountains and Georgia.

MGM booker Richard Berthiaume has added another boy to his family. He has now two boys and two girls. . . . Milton Hale, Paramount exploiteer, is glad he bought a Catalina model Pontiac before the transit strike started.

Henry Howard, RKO exploiteer, and his chief, Terry Turner, were in in connection with "Jungle Headhunters," Madison.

Indianapolis

The DeLuxe Drive-In, Claremont, Ind., was entered by thieves. . . . The Marylane, Evansville, Ind., will be converted into a Bible school with its sale to the West Union Company of Jehovah's Witnesses. The theatre property was sold by Fine brothers in a transaction which also included a two-story frame building. The house has been closed since July, 1949, but previously had been

operated for many years as the Fulton. . . . Manager Loren Waltz installed new air-conditioning in his Bremen, Bremen, Ind.

R. L. Hudson, Hudson Circuit, Richmond, Ind., reopened his Strand at Kendalville, Ind., after it was reseated and renovated. A delegation from Film Row was on hand to attend the formal opening. . . . Frances Cory, Republic inspectress, was visiting her husband, stationed with the armed forces at Enterprise, Ala. . . . Matt Scheidler, Hartford, Hartford City, Ind., and the Main, Dunkirk, Ind., left with his family for an extended vacation on the west coast by automobile.

The Lyceum, Terre Haute, Ind., has been taken over by Morton B. Turner. The 300-seat house was operated formerly by Carl Jeffery. . . . Benjamin Benedict, who recently married Mrs. Helen Quimby in Miami, Fla., is now active in the affairs of the Quimby Theatres, Fort Wayne, Ind. . . . The Colosseum will hold its next meeting on June 30 in the Hotel Antlers. A report of the third annual dinner dance will be heard. Kenneth Dotterer is the president.

Jules Goldman, Warner salesman, with wife and baby will spend his vacation visiting his parents in New York. . . . Faye Price joined the Warner staff as bookers' clerk. She replaces Dolores Sperger. . . . J. Consentino, United Artists auditor, was checking the exchange. . . . John F. Barrett, bookkeeper, 20th-Fox, was vacationing. . . . The Daisy had at least one customer without whom it could have done. The bandit entered the theatre, and stayed until everybody else, including the management, had gone home. Then he left with \$160 from the theatre's safe and \$10 from a cash drawer.

On Film Row were: William Handley, Rembusch Circuit, Franklin, Ind.; Harry Douglas, Dana, Dana, Ind.; Ed Campbell, drive-ins, Louisville, Ky.; Homer Wirth, Crane, Crane, Ind.; Paul Boatman, DeLuxe Drive-In, Clermont, Ind.; E. E. Smith, Devon, Francisville, Ind.; Kenneth Law, Cozy, Argos, Ind.; Arnold Berger, Drive-In, Lawrence, Ind., and A. Standish, Hartford, Hartford City, Ind.

Pittsburgh

Grand finals of the Warner Theatres-RCA Victor "Star Discovery Contest," running in 35 of the circuit's western Pennsylvania and West Virginia houses for the past six weeks, has been set for June 26 at the Stanley, it was announced by M. A. Silver, WB zone manager. More than 2,000 acts, performers, and entertainers were screened during the weeks of the contest, and 11 of top winners are scheduled for the Stanley finals. Winners of the four regional finals will appear at the Stanley. Heavy promotion was given the contest by both theatres and cooperating RCA dealers. Grand finalists at the Stanley will be judged by Harry Mayer, head, Warners talent

and story department; Harry Goldberg, publicity head, Warner Theatres, and representatives of RCA-Victor's recording department.

Weldon Waters, general manager, Cooperative Theatre Service, largest buying and booking office in Pittsburgh, announced his resignation to take effect immediately. Bert Stearn is president. Waters will join the Dipson Theatres, and will headquarter in Wheeling, W. Va. John Osborne is general manager of the theatres, and Waters will work with him in an executive capacity. Before joining Cooperative, Weldon Waters was branch manager for 20th Century-Fox. He joined that organization as a salesman in Atlanta, being promoted to branch manager in Albany before coming to Pittsburgh.

Al Levy, branch manager, and C. C. Kellenberg, sales manager, 20th Century-Fox, were attending their company's sales meeting on the coast.

One hundred fifty lady policemen, 200 students of Central Catholic High School, members of the Ladies Theatrical Club, and others helped the Variety Club on tag day recently as part of the club's drive to raise funds for a new wing for the Roselia Home. The club also will share in the receipts of the Ezzard Charles-Jersey Joe Wolcott fight in July at Forbes Field.

Over 200 friends attended the Harry Feinstein testimonial dinner. Al Schwalberg, head, Paramount Distributing Company was toastmaster. Other industry executives on the dais, some of whom spoke, were Maurice Bergman, U-I public relations head; Harry Kalmine, general manager, Warner Theatres; Peter Dana, U-I eastern sales manager; Nat Levy, RKO eastern division manager; John Maloney, MGM central sales manager; Nat Nathanson, United Artists eastern division manager; Arthur Greenblatt, Lippert general sales manager; John Walsh, Chief Barker, Variety Club, and George Eby, Harris Theatres executive and a Variety Club International officer.

The Ladies Theatrical Club gave a dinner to two departing members, Mrs. Harry Feinstein and Mrs. Harold Kay, feting the outgoing officers on the same night the Variety Club gave a dinner to Harry Feinstein.

Allied Theatre owners of Western Pennsylvania held its regular board meeting, which was postponed because of the passing of M. A. Rosenberg. Moris Finkel gave a report of the national board meeting in Kansas City.

Cook and Anderson closed the State, Beaver Falls, Pa., and are running the Rialto on a part-time basis. . . . Peter Camerlo sold the Tionesta, Tionesta, Pa., to Robert H. Jaun. Camerlo is building a drive-in near Erie, Pa. The NPA issued a special certificate so that the drive-in could be finished.

Charles Rich, former Warner district manager, who went into the exhibition field, is now back in distribution. He has opened an office in Cleveland as the Charles Rich Distributing Company, and is handling "Seven Days To Noon."

Rufus Blair, Paramount, made a trip to the drama editors on behalf of "Ace In The Hole" and other Paramount releases. . . . Karl Krug, The Sun Telegraph drama and music critic, and Harold V. Cohen, who has the same titles for The Post Gazette were guests of Jose Ferrer in New York.

There is plenty of outdoor opposition to the movies. Bill Green opened an arena theatre, with Edward Everett Horton in "Springtime for Henry" as the first show. The Civic Operettas started with "Miss Liberty" in the Pittsburgh Stadium. Three other straw hat shows started in the Greater Pittsburgh area at the same time.

W. Zane Schneider was named manager, Auditorium, Johnstown, Pa. . . . John Hooley, one of the first Harris Circuit theatre managers, is vacationing in Canada, John Woods subbing.

The brother of John Zomnir, Monogram sales manager, visited him from Japan. Then he left for future duties in Formosa. . . . Blanche Katz Brenner switched from MGM to the Columbia office staff. Her brother, Charles, originally was assistant manager, Loew's Penn, when it first opened but he now is a projectionist. . . . Bob Kimbel, Republic shipper, rejoined the navy in Philadelphia.

Leo Cantor, 43, for many years a main line salesman for U-I, passed away in the home of his brother in Indianapolis. He was buried in New Haven. Recently, he was associated with his brother in several theatres and a roller rink in Indianapolis.

Lee Conrad, Park and Meade, Meadville, Pa., is back for part of each day following an operation at Spencer Hospital. . . . Nobert, Ernest, and George Stern, Associated Drive-In Theatres, were hosts at the Variety Club regular Family Night.

Marshall Peterson, Palace, Johnsonburg, Pa., and Palace, Union City, Pa., will leave shortly for a tour of Italy and other foreign countries. . . . Wayne Griffin well known television wrestling announcer from Chicago, donated his services as m.c. for the mammoth TV show for the benefit of the Variety Club. He was so exhausted after working hard that he had to be hospitalized for several days. . . . Morris Naft, Roxian, McKees Rocks, Pa., leased his theatre to the police and firemen, who staged a wrestling show for the benefit of the Democratic party. . . . William Finkel, Arcade, and Joe Hiller, theatrical agent, are moving into the new Bigelow apartments, near the downtown section of Pittsburgh. Several other well known theatremen are planning to live there.

Leona Hopkins, National Screen Service switchboard girl, is in the Mercy Hospital for surgery. . . . Joe Kalitski, former SRO branch manager, is recuperating at home following an extended hospitalization. . . . Travelers to Northern Pennsylvania and Erie, Pa., are advised that there is a gas war prevailing there.

Kentucky Louisville

Out-of-town exhibitors seen recently included: Roy E. Hahn, Gypsy Drive-In, Bardstown, Ky.; George Peyton, Griffith, LaGrange, Ky.; A. N. Niles, Eminence, Eminence, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; J. Lynwood Kessler, Alhambra, Campbellsville, Ky.; Edwin St. Clair, St. Clair, Lebanon Junction, Ky.; George Lindsay, Lindsay, Brownsville, Ky., and C. K. Arnold, Arco and Melody, Bardstown, Ky.

During a recent electrical storm, the Kenwood Drive-In and the Dixie Drive-In were forced to suspend operations for an evening due to power difficulties.

Loew's, managed by George Hunt, is having a face lifting. Likewise, Allen Bradley's Ritz has had its front completely redecorated.

A meeting of the board of directors of the Kentucky Association of Theatre Owners was held. KATO is stressing the importance of the membership being ready for the 1952 General Assembly.

Ohio Columbus

Irwin Johnson, WBNS "Early Worm" disc jockey, will celebrate his 4000th broadcast by appearing on Loew's Broad stage during the Patti Page in-person show. . . . Mrs. Ethel Miles used the "Home-I-Tis" sketches in a 420-line ad.

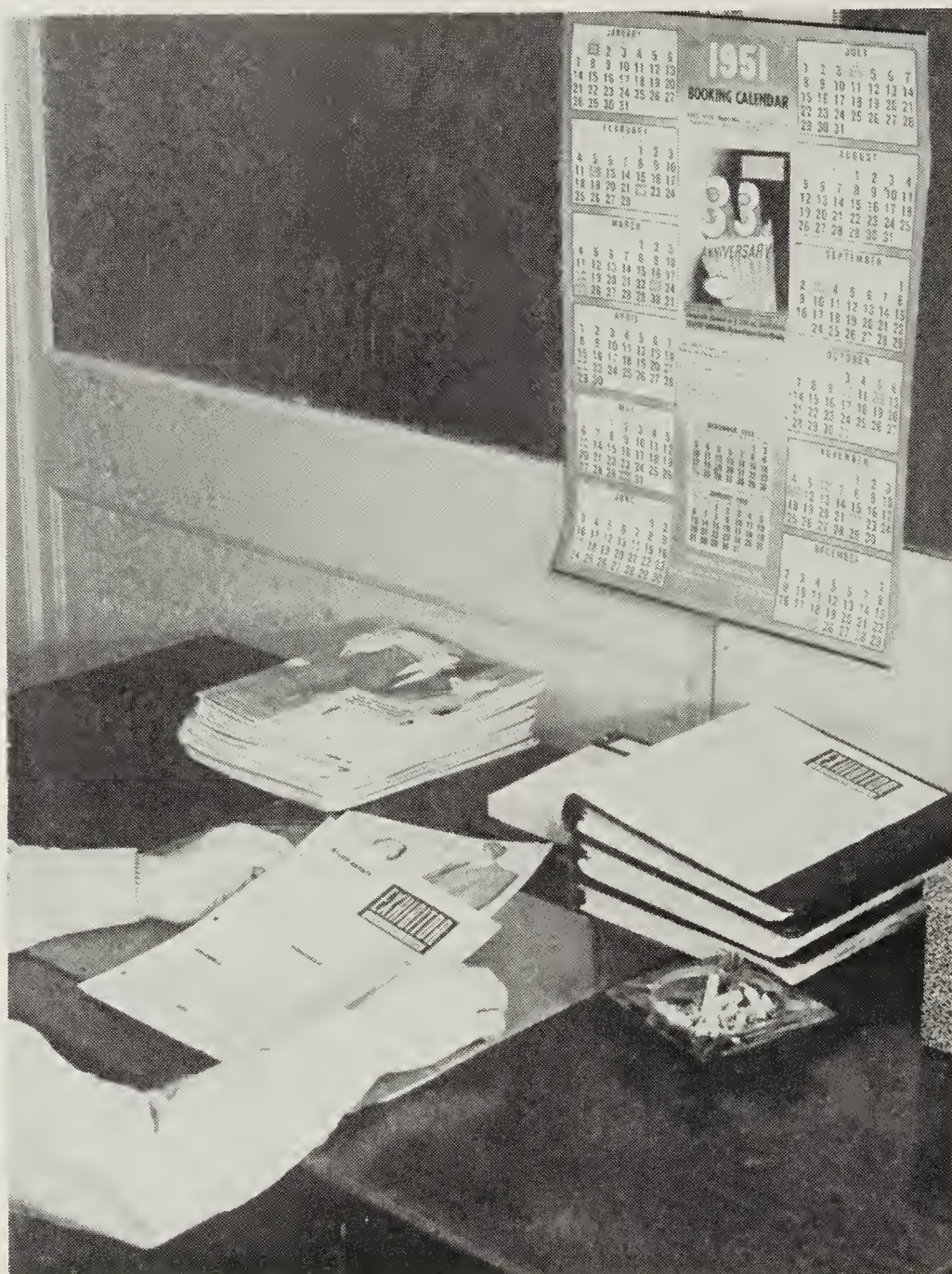
Norman Nadel, The Citizen theatre editor, introduced Ben Hayes, The Citizen columnist, and Doc Lemon, WCOL disc jockey, to opening night audience at the World for "Kon-Tiki." The stunt was arranged by Charles Sugarman, manager, World.

Findlay

Highlights of manager W. V. Dworski's recent campaign on MGM's "The Great Caruso," Warners' Harris, were a full page co-op ad promoted at no cost to the theatre from merchants, the mailing of 900 postal cards to Music League members, and the promoting of five 15-minute programs of recorded Mario Lanza songs and a contest over WFIN.

Van Wert

The Schine consent decree was amended to allow the circuit to sell a theatre here for non-theatrical purposes. Schine must take a product limitation on its remaining house in the city.



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Published by an independent exhibitor with nearly four decades of experience, the editorial policy reflects clear-eyed thinking that asks for a square deal and honest fair play for all.

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With each reviewer instructed not to record his own opinion but to estimate only what the picture will do at the boxoffice, the standard of reviews has been fearless, honest, and complete.

VENDING ADVICE •

Through EXTRA PROFITS, pioneer in the field of off-the-screen selling, this department has become a "must" for every exhibitor who wishes to get the most out of his confection department.

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PHYSICAL THEATRE, devoted to theatre management, brings, in a language every exhibitor can understand, the latest and most practical developments in the physical operation of theatres.

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NEWS OF THE

Territory

Boston

Crosstown

Piper Laurie and Tony Curtis spent a busy three days recently on their ballyhoo tour for "The Prince Who Was a Thief." The pair spent the first afternoon at Suffolk Downs, and then rushed out to the Totem Pole Ballroom, rendezvous of the younger set, where they sold tickets. Next couple of days they appeared on practically all radio and TV shows climaxing the tour by hosting the press at a luncheon at the Hotel Statler.

A tie-in between the Memorial and several fishermen's organizations during the run of "Sealed Cargo" will swell the fund being raised for the families of fishermen lost at sea on the trawler Gudrun last January. Every donation of \$2 or over entitles the donor to a ticket to the theatre, the money being handled by the National Shawmut Bank. Details of the tie-in, which received plenty of space in The Sunday Post, were worked out by RKO publicist Ralph Banghart, RKO Theatres' ballyhooist "Red" King, and Ben Domingo, RKO Theatres' division manager.

"Red" King screened the RKO-Pathe short featuring Ted Williams for Boston sportswriters. . . . Alfred Hitchcock was due in for press conferences. . . . Ben Spinoza, lawyer and Variety Club honorary member, passed away recently.

The Strand, Canton, Mass., and Palace, Lowell, Mass., have closed. Louis Richmond has closed the Mattapan, Mattapan, Mass. Rumors are circulating that the latter house will be converted into a Chinese restaurant.

Jud Prouty has reopened the Rialto, Everett, Mass. . . . Joseph Barron has closed the Grand, West Warren, Mass., for the summer. . . . Fred Hookailo, projectionist, Fenway, is back at work following sick leave.

Michael Redstone has added turnstiles to the entrances and exits of the aisles running alongside the refreshment counters in the concession buildings at the Revere, Mass., Drive-In; the Neponset, Mass., Drive-In, and the Sunrise Drive-In, Valley Stream, L. I.

Taylor freezers have been installed in E. M. Loew's Riverdale Drive-In, Springfield, Mass.; Puritan, Roxbury, Mass., and Thompson Square, Charlestown, Mass. Morris Gordon and Sons Hotel Equipment Company supplied the freezers.

Charles O'Malley, Mayflower projectionist, is spending his vacation in Maine. . . . The Keith, Campbello, dark for several years, is up for auction.

Mrs. George Gould has placed her Brunswick, Me., Drive-In up for sale.

. . . The latest survey shows 61 theatres closed in Massachusetts. Other New England states show nine in Rhode Island, six in New Hampshire, and three in Maine.

Film District

James R. Grainger, Republic executive vice-president in charge of sales and distribution, held a sales meeting here. John P. Curtin, New England district manager, accompanied Grainger here for the sessions, attended by branch managers: Jerry Lewis, New Haven; Arthur Newman, Albany; Leon Herman, Buffalo; Frank Dervin, Boston, and Herbert Schaefer, Boston sales manager.

Capitol Theatre Supply is installing projection and sound equipment in the following situations: the Rockland Drive-In, Rockland, Me.; the Round Hill Drive-In, Springfield, Mass.; the Fairhaven, Mass., Drive-In, and the Randolph, Randolph, Me.

Harold Levin, for the past seven years a booker at Embassy, has been promoted to salesman.

Esther Ward is the new biller at RKO. . . . William Glennon, maintenance man, Memorial, has entered the hospital for an operation. . . . Leo Griffin, Warner office manager, was off on his annual vacation. . . . Arthur Morton, manager, Paramount, is in the hospital for a checkup.

Norman H. Moray, WB short subjects head, was due in. . . . Marjorie Adams, The Globe film critic, returned from a tour of Europe.

Jack Brown, sales manager, Paramount, has been promoted to branch manager, Buffalo exchange. He will succeed E. J. Fitzgerald, recalled to the army.

Forrest Carmichael, ex-booker at Affiliated, now a student at the University of Maine, will manage Graphic's Pastime, Northeast Harbor, Me., for the summer. He got back into the swing by filling in for a week as manager, Regal, Franklin, N. H.

Fifi Harding, Film Row's one-gal press bureau, received quite a setback recently when thieves broke into her office, and toted off her typewriter.

Gilbert Greek, RKO projectionist, has taken a couple of weeks off to ready his string of summer beach houses at Dennisport, Mass., for the season. Mrs. Greek will supervise the operation of the beach houses during the season.

Bob Levine, Warners' head booker, is searching for some 8mm. film for use in his German air camera. . . . Harry Smith, RKO booker, and John Walton, Warner booker, are carrying on a heckling feud with one another via telephone.

Louis Score is rebuilding his Randolph, Me., situation on the same site of his recently fire demolished house. In town recently with his son, David, who operated the Wiscasset, he reports the insurance claims have been settled and the new house being constructed by the McKee Construction Company will be

a 388-seater, and will have all new equipment. Capitol Theatre Supply is installing sound and projection equipment, and the house is expected to be in operation by September.

New Haven
Crosstown

Loew's Poli had a sneak preview showing of "Showboat." . . . A summer series of outdoor worship services was announced recently by the Wayside Worship Committee. Beginning on June 17, a half-hour religious service is being held each Sunday morning in the New Haven Drive-In, Route 5. The owner and manager, Charles M. Lane, North Haven, offered the use of his theatre without charge. . . . E. M. Loew, Milford, has pony rides for youngsters.

Meadow Street

Warners had trade screenings for exhibitors at the Roger Sherman, with the theatre being closed to the regular public on the afternoons of these two days. . . . Walter Silverman, Columbia branch manager, went up to Vermont for one of his vacation weeks. . . . Glastonbury is reported closed on Tuesdays and Wednesdays for the summer.

The Strand, Soundview, will not be opened for the summer. . . . Paramount branch manager Henry Germaine's daughter, Gloria, was married. . . . The MGM outing at Lake Quassapaug, Middlebury, scheduled for June 20, was rescheduled to June 27. . . . Condolences were in order to Herman Miller, MGM, on the recent death of his mother. . . . Leon Jakubson, MGM, has been getting in some golf on weekends. . . . Al Pariso, Warners, and Al Bookspan, were also seen on the golf links on weekends. . . . When Lou Philips visited Tony Casella, Roger Sherman projectionist, at his home, he took him out for his first auto ride since arriving home from the hospital. . . . Jean Woodtke and Olive Cowen presented the "Juvenile Follies" at the Wilkinson, Wallingford. . . . Various summer legit houses are beginning to reopen. . . . A TV puppet show was presented at the State, New Britain.

Area exchange employees still to go on vacation, and the weeks they will be away, are as follows:

COLUMBIA—Grace Brunelli, July 2 and July 9; Anna Canelli, Sept. 10 and Sept. 17; Elvira Tacinelli, Aug. 20 and Aug. 27; Evelyn Zona, July 30 and Aug. 6; Edward Canelli, June 25; Freda Kogen July 2 and July 9; Lillian Rottman, July 23; Henrietta Innocenzi, Aug. 6 and Aug. 13.

MONOGRAM—Frances Martin, July 16 and July 23; Dorothy Pomeroy, July 9.

PARAMOUNT—Helen Giannotte, July 15 and July 22; Frank Manzi, July 15 and July 22; Jane Kohler, July 29 and Aug. 19; Richard Carroll, July 29 and Aug. 5; Margaret McKinnon, Aug. 5 and Aug. 12; Ruth Gumbulevich, Aug. 26 and Sept. 2; Greauy Callahan, Sept. 9 and Sept. 16; Dechantel Smith, Sept. 29 and Oct. 7; Joseph Maloney, July 15 and Aug. 19; William Nutile, Aug. 12 and

Aug. 19; Arnold Finklestein, July 29; Ann Fitzpatrick, July 15 and July 22; Jule Van Orden, July 29 and Aug. 5; Mary Ferrara, Aug. 12 and Aug. 19.

RKO—Ann Maraucci, July 1 and Aug. 5; Lee Kissner, July 8 and Aug. 12; Marion Majewski, July 15 and Sept. 9; Mary O'Brien, July 22 and Aug. 26; Phyllis Medalie, July 29; Joe Mortali, Aug. 19; Ann Lamonea, Sept. 16 and Sept. 23; Helen Platt, July 8 and Aug. 12; George Nuzzolillo, July 22 and Aug. 26; Ann Sagnella, July 29 and Sept. 16; Skippy Griffin, Sept. 30 and Oct. 7.

REPUBLIC—George Somma, June 25 and July 23; Loretta Johlman, July 2 and Aug. 13; Elizabeth De Pola, July 9; Nora Kendall, July 23; Carolyn Marra, Aug. 20 and Aug. 27.

20TH-FOX—Sal Popolizio, July 7 and Sept. 15; Dominick Somma, July 28 and Aug. 25; Fay Spadoni, July 7; Thelma Chasin, July 28; Mary Paoella, July 21; Charles Doll, July 14; Belle Shiffrin, June 30; Eva Foti, July 21; Anne Kennedy, Aug. 11; Edwina Petrillo, July 14.

U-I—Jessie Rappa, June 30 and Aug. 4; Phyllis DeGioia, July 7 and Sept. 1; Frank Belbusti, July 7; Lorraine Gagliardi, July 14 and July 28; Charlotte Etkind, July 21; Sam Zipkin, July 21 and Aug. 11; Carmel DeAngelis, July 29 and Aug. 18; Eleanor Porrino, Aug. 4 and Aug. 11; Eva Cooperstock, Aug. 18 and Oct. 20; Ann Johnson, Aug. 25 and Sept. 22; Mary Calabrese, Aug. 25 and Sept. 1.

WARNERS—Sidney Levine, July 21 and Aug. 1; Frances Silverman, Sept. 15 and Sept. 22; Lea Alderman, July 28; Hannah Ginsberg, July 30 and Aug. 18; Vera Santacroce, Aug. 25 and Sept. 1; Beryl Resnick, Aug. 4; Teresa Fusco, July 14; James Mahan, Aug. 18; Harry DeAngelo, July 21; Marie Smith, Sept. 29 and Oct. 6; Leona Lynch, July 7 and July 14; Mary Merriman, Aug. 11 and Aug. 18.

Circuits

Loew Poli

A managers meeting was held to plan for summer campaigns. Among those present were: Matt Saunders, Harry Rose, and Al Domian, Bridgeport; Morris Rosenthal, Sidney Kleper, and Paul Klingler, New Haven; Bob Carney, Waterbury; Tony Masella, Meriden; L. Cohen, Hartford; Joe Boyle, Norwich; George Freeman, Springfield, Mass., and John Di Benedetto, Worcester, Mass. Also on hand were Floyd Fitzsimmons, MGM exploitation representative, Boston, and division manager, Harry F. Shaw and publicity director Lou Brown. . . . Paul Klingler, Bijou, New Haven, went to Lewiston, Pa., for his vacation.

Connecticut Hartford

Peter Perakos, head, Perakos Theatres Circuit, presided at a managers' meeting in the New Britain district offices.

Norm Levinson, Loew-Poli assistant manager; Frank Fenton, Loew-Poli house policeman, and John R. Patno, Allyn assistant manager, are working on plans to get a softball league under way. . . . Helene Dolgin, wife of Joe Dolgin, partner, Pine Drive-In, handled the direction on a comedy, "Out of the Frying Pan," staged at Weaver High Auditorium.

Tom Shea, concessions manager, E. M. Loew's Hartford Drive-In, resigned. Replacing is John Bednarski.

George E. Landers, division manager, E. M. Loew circuit, says that the July 4 opening of the Farmington Drive-In will bring to four the number of E. M. Loew drive-ins, Connecticut area. Hector Frascadore will be manager.

The State closed for the season. The house reopens about Labor Day.

Nick Barile is new projectionist, Center. . . . Morris Keppner, Burnside, East Hartford, is building a new home in West Hartford. . . . New maintenance manager at the Center is Harold Barry.

Lee Feigin, Loew-Poli Palace assistant manager, was due home from a Florida vacation. . . . Tony Latana, Strand assistant, was on the sick list. Filling in was Anthony Casasante. . . . Tony Bray, Loew-Poli Palace student assistant, enlisted in the air force.

Meriden

New doors have been installed at the Palace. . . . Lobby of the Palace has assumed a summer atmosphere. . . . The Tony Massellas, he's the Palace manager, are expecting a blessed event in September. . . . M. Stickles has a new car. . . . Peter Lund, Palace, returned after an operation.

New Britain

Manager Joe Miklos, Embassy, had several merchant tieups on "Rawhide" and "Goodbye My Fancy."

Stamford

Construction was nearing completion on the Ridgeway Shopping Center.

Torrington

Manager Vincent Youmatz, Sky-View Drive-In, is offering free pony rides to youngsters of adult patrons on Friday, Saturday, and Sunday nights.

District manager Sperie Perakos, Perakos Theatres Circuit, and his brother, attorney Steven E. Perakos, were named to high posts in the Yankee district, Order of Ahepa, Greek organization.

The State, operated by State Management Corporation, dropped adult admission prices to 44 cents.

Waterbury

Mrs. William O'Sullivan returned to the Palace after the birth of her son. . . . Rest rooms on the main floor of the Palace have reopened after alterations. . . . Talk of the town was Bob Carney's outstanding bathing beauty display in the Palace lobby.

Massachusetts Pittsfield

John H. Havens, former manager, State, is now resident manager, Capitol, for Western Massachusetts Theatres, Inc.

Salem

Henry J. Chapman, former manager, Loew's Plaza, and later manager, Strand, Peabody, Mass., is now manager, Milford, Conn., Drive-In. Fred Vining has been promoted to manager, Strand.

Work on Loew's new Salem has been resumed. . . . Vacation time has started at the Lynn, Mass., Warner. Burnel Dandrow saw Atlantic City after which stage manager Ralph Pope left for the mountains.

Saugus

Maurice N. Wolf, field assistant to MGM's H. M. Richey, spoke before the Rotary Club.

New Hampshire Concord

Frank K. Eldridge, manager, Capitol, brought to The Monitor-Patriot newsroom a picture of a local boy, Anthony Sorrentino, which appeared in the paper in conjunction with "The Great Caruso." Sorrentino is a "dead ringer" for Mario Lanza, according to friends. The local "Lanza" was outfitted in a suit similar to one in which the singing star was photographed, and the two pictures were published side by side.

Dover

"Walk East on Beacon" will be the title of the next Louis DeRochemont film with a New Hampshire background. The screenplay will be based on the revelations of John Edgar Hoover on the F.B.I. campaign against Communist espionage in this country.

Laconia

Achber Studio will be taking free pictures of patrons in the audience of the Colonial on Thursday nights during June. If wedding or anniversary pictures are taken, they will be flashed in color on the screen.

Vermont St. Albans

Under the name of Ryan-Dexter Enterprises, Inc., Harold J. and Gertrude M. Ryan and Ralph W. and June V. Dexter, all of St. Albans, formed a corporation to build and operate an outdoor theatre.

Variety Club New Haven, Tent 30

The buffet and dance at the Colony Beach Club on June 25 has created quite a bit of interest among the members, and a good time is anticipated. Sam Wasserman is chairman.

NEWS OF THE

Territory

New York City
Crosstown

Norman Elson, president, Guild Enterprises, announced that the Embassy and Guild newsreel houses were to have large screen theatre television installed by Labor Day. The company expects to place similar equipment in its third New York newsreel house at 72nd and Broadway and its Newark Embassy. The inaugural of theatre TV at the New York Embassy will tie in with the 25th anniversary of the theatre.

In a brief filed with the National Labor Relations Board, the right of District 65, Distributive, Processing, and Office Workers of America, to jurisdiction over film workers formerly represented by the Screen Office and Professional Employees Guild, United Office, and Professional Workers of America, is challenged by Home Office Employees

Union, Local H-63, IATSE, in the Paramount Pictures case, the first to determine the status of District 65 in the film field. H-63 is asking for a new election at Paramount to settle the question of representation.

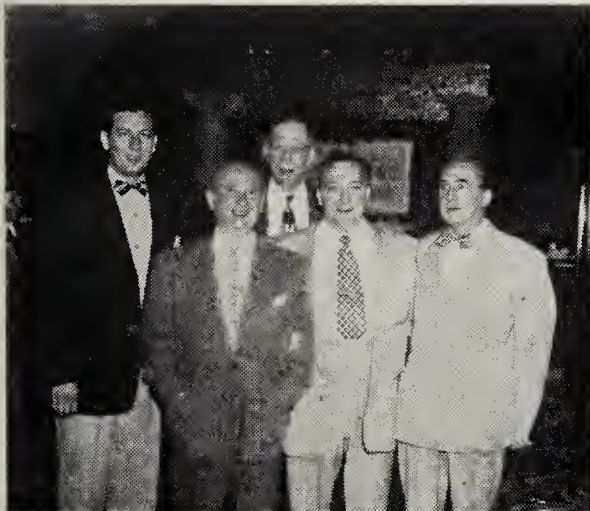
A gala benefit premiere of Billy Wilder's "Ace In The Hole" will be held on June 28 for the welfare fund of the Newsdealers' Association of Greater New York, Inc., at Brandt's Globe. According to a joint announcement by A. W. Schwalberg, president, Paramount Film Distributing Corporation, and William Richter, president, Newsdealers' Association, tickets for the event are being sold to the general public at newsstands operated by members of the Association, beginning on June 18. They will be at regular prices, and will guarantee a seat to every purchaser. The guest list of notables scheduled to attend will be headed by Mayor Vincent Impellitteri, a delegation of Hollywood stars, 200 top-flight newspapermen selected by members of the Association, and 300 of the leading newsdealers in the New York area. Prior to the screening, the Newsdealers' Association will present Paramount with a special citation for "Ace In The Hole." In connection with the

benefit showing, two newsstands in the Times Square area will be decorated with special banners and bunting.

Mayor and Mrs. Impellitteri were the guests of Edward C. Dowden, Loew's Theatres' assistant director of publicity and advertising at a cocktail party at the Biltmore in advance of the recent testimonial dinner to William J. Donoghue, who resigned as executive secretary to the Mayor.

Harold Dudoff, Universal-International manager for Puerto Rico and supervisor for the Dominican Republic, arrived for conferences with company executives.

Saal Gottlieb, formerly Pittsburgh branch manager, MGM, took over the New York district formerly handled by Jack Bowen, while Ralph Pielow, formerly New York branch head, assumed the duties given up by Gottlieb in Pittsburgh. Louis Allerhand, formerly New Jersey manager, became New York branch chief, now that the Jersey branch has been consolidated with the New York activities in an efficiency move. Bowen will handle important circuit accounts out of the New York branch.



More than 500 metropolitan area exhibitors recently attended the first of WB's "Go Forward" screenings of four features in New York City recently, and among those on hand, in the usual top to bottom, left to right manner were: Frank Dougherty, Larry Stark, George Powell, Jack Harris, and Dan Jackson; Irving Renner, Julius Sanders, Jack Rochelle, and Jules Lapidus; William Snaper, Harry Brandt, Sam Rosen, Edith

Marshall, Norman Ayers, Julius Joelson, Irving Steiner, and Harold Rinzler; S. Stransbay, Stanley Kolbert, Harold Klein, Nat Harris, Larry Morris, Louis Fischler, and Sam Einhorn; Ed Hincy, Bob Sherman, Rosen, Ben Aner, Louis Goldberg, and Matty Polen; and Sidney Haas, Wally Neithold, Larry Kutcha, William Brandt, Harry Brandt, Jack Gelfa, and Murry Shone. These early releases were shown at the Strand.

Screen Brightness is Brightest and More Economical WITH

Lorraine carbons

Lorraine CARBONS, INC., BOONTON, N. J.

N. Y. Pub. Rel. Unit Divulges Plans

NEW YORK—Charles Beck, representing the Board of Education, told the New York Motion Picture Industry Joint Public Relations Committee that it would be possible to work out a plan whereby exhibits on the industry might be placed in the city's schools. The exhibits, to feature items relating to current film products as well as background, settings, costuming, etc., of those having special educational connections, would be set up in the 54 academic high schools. Each exhibit would have a five-week "play-date" before moving on to the next school. Displays would be set up in corridors and in entrances to each school.

Victor Ratner, vice-president, Macy's, told the group of an institutional advertising campaign in which the store would pick its favorite movie every month, and tie the choice in with a merchandising ad in newspapers and interior store displays. Macy's will screen several offerings from the public relations committee's group, headed by Lynn Farnol, and make its choice. Ratner hopes to work out an arrangement to have out-of-pocket expenses paid for by the industry, the department store getting the ad space at its own rates, much cheaper than film ad rates.

Others on the "favorite film" panel for the first month are Hattie Carnegie, The Protestant Motion Picture Council, Bennett Cerf, Patricia Evers, Jackie Robinson, Peggy Wood, Dimitri Mitropoulos, Parents' Magazine, John Moss, Toots Shor, and Fannie Hurst. After a canvass of groups and personalities has been made at the end of each month, a news story will be released to the newspapers, radio, and television commentators, and posters prepared for display in front of theatres. Exhibitors will have permission to use "So and So's Favorite Picture of the Month" in advertisements.

The State, Woodbridge, N. J., is now owned by Wilbur Snaper. . . . The Gardner, Brooklyn, closed. . . . The Windsor, West Orange, N. J., shuttered. . . . The Hudson, Kearny, N. J., closed. . . . The local Rivoli shut down for the summer. . . . The Strand will reopen on July 4. . . . Anzel is buying and booking for the Tiffany, Bronx.

Eskin Enterprises announced that Tom Reddy is the new manager, Cameo, Newark, N. J. Former manager Carolyn Wolforth is on an extended leave because of ill health.

Herman E. Cooper was named attorney for Local 306, Moving Picture Machine Operator's Union, AFL, replacing Harry Sacher.

Harry Mandel, national director of advertising for RKO Theatres, left for the west coast on a combination vacation-business visit accompanied by Mrs. Mandel and their son, Myron, a student at Brown University.



Melvin Schwartz, manager, Criterion, New York City, used an ambulance recently to promote RKO's "The Thing," with RKO Theatres in the city also making use of the device on later playdates.

Mr. and Mrs. Everett Thorner, Great Neck, L. I., announced the birth of a son, John Andrew, born at Mary Immaculate Hospital, Jamaica, L. I. They also have a daughter, Patricia, 4. Father is director of motion picture theatre relations, The National Foundation for Infantile Paralysis.

Edward F. Lomba, managing director, 20th Century-Fox, South Africa, and Sidney Horen, home-office representative, Spain, Portugal, Italy, and Spanish North Africa, arrived to confer with company executives. Horen entered the New York Hospital for a minor operation.

A hard-hitting showmanship campaign was used for "He Ran All The Way," opening this week at the Paramount. Executed by Lige Brien, UA director of special events, and Paramount publicity and advertising director Jack McInerney, the campaign was a rough-and-tumble drive that included street stunts, floats, store promotions, radio and television contests, and all the tricks of old-fashioned ballyhoo. The entire Times Square area, as well as other crowded sections of Manhattan, was toured by a huge float featuring bathing suit beauties, and carrying giant blow-ups of picture stories and articles on "He Ran All The Way" which appeared in Life, Redbook, Argosy, and other national magazines. Four beautiful young women, dressed in raincoats, paraded through the Times Square area with signs which



When Republic's "Fighting Coast Guard" played the Century, Buffalo, this form of cooperation aided in the recent campaign by managing director Robert T. Murphy and ad chief Earl L. Hubbard.



A secret code deciphering contest was used by manager Herbert Bonis to good results when RKO's "Tokyo File 212" played the Palace, New York City. Passersby read details from a front sign.

read: "Rain or shine—I'm going to see 'He Ran All The Way.'" Ten thousand packages of candy were given out in the vicinity of the Paramount, each bearing the copy: "For A Real Treat—See 'He Ran All The Way.'" Full-sized window displays were set up in 22 Ripley Clothing stores throughout the metropolitan area, keyed to the line: "He Ran All The Way for . . ." Forty Barton Candy stores and the Horn and Hardart retail bakery outlets throughout the city also featured the film in their windows. Newsstands and magazine racks were covered with large-size posters on the film as a result of a tie-up with Dell Publications and Screen Stories magazine. Two local radio stations and a television station cooperated in a contest offering prizes and free tickets for the best letters, in 50 words or less, in answer to the question: "Did you ever run all the way, exert yourself to the fullest, and not get what you wanted?"

Norman Beckett, Loew's International manager for Germany, is in for conferences with home office executives.

New Jersey Hillside

Edward J. Hughes, 32, resident manager, Union Drive-In, Union, N. J., was fatally injured when his car was in collision with a trailer-tractor on Route 29 near Cornell Place. He was taken to a hospital in Elizabeth, N. J., where he died.



Noted above in a recent visit to Ste. Agathe (des Monts.) Canada are the Deputy Mayor of New York City, Charles Horowitz, and Jack H. Levin, well-known industryite, receiving the key to the city.

Newark

The campaign worked out for "The Thing" at the RKO Proctor's Newark by H. R. Emde, Newark division manager, included the use of a large flat truck with a box 10 feet long, five feet high, and four feet wide, painted with copy reading: "This box contains 'The Thing,' which starts at RKO Proctor's." The truck was sent around bustling areas one week in advance. In the lobby, there was a large board on an easel with chains, bent steel, locks, revolver, rifle, and a sign reading—"These are the items which failed to hold 'The Thing'." A stencil in front of the box office caught the eye. Another attention getter was a cage set out on the sidewalk with a sign, "Reserved for 'The Thing'."

Adolphe Finkelstein, manager, Embassy, Orange, N. J., gave away 200 cigaret cases on Father's Day. Mrs. Finkelstein presented her husband with another daughter.

Ray Williams, managing the Sanford and Castle, Irvington, N. J., resigned. The Sanford and Castle will be managed by Sam Engelman, Capitol, Belleville, N. J., and Franklin, Nutley, N. J. The two latter theatres will be managed by Frank Plowman.

Lester Jacobi is now doing desk work in the Warner booking department. . . . A dinner was tendered to Joe Minsky, booker, Warners' Jersey office, in honor of his forthcoming marriage on June 22 to Thelma Barab, Atlantic City. The dinner was attended by Frank J. Damis, Arnold L. Jordan, Arnold Michelson, George Morgenroth, Anthony Williams, Lou Dennis, Leto Hill, Harold Widenhorn, G. Gagliardi, William Clark, and Maury Stahl.

New York State Albany

Herbert Schwartz was transferred by Columbia from Cincinnati to the local branch as salesman, succeeding Kenneth Yale, resigned. Louis Gonick, formerly of Boston, has also joined the Columbia staff.

Ben Smith is now handling "Uncle Tom's Cabin" for the New York State and New York City territories. The Schine Circuit has already booked the film, which has played many situations with good grossing results.

John P. Byrne, MGM eastern sales manager, was in conferring with Jack Goldberg, resident manager, and his staff.

Condolences are being extended to Mrs. Mary Jarvis, owner, Delmar, Delmar, on the death of her father, William Kinneally. Joseph Jarvis, a lieutenant in the army, stationed in Illinois, and formerly connected with the Rustic Drive-In, flew in to attend his grandfather's funeral. . . . Warner Theatres made plans to hold the annual summer outing at Totem Lodge, Burden Lake, on



When Sir Chittampalam Gardiner, owner of a theatre in Colombo, Ceylon, and wife visited the coast recently, they dropped in on Paramount's Alan Ladd on the set of "Rage of the Vulture."

June 20. . . . Ray Fiset, former 20th Century-Fox assistant shipper is confined to the new Veterans Hospital.

TV star "Clarabelle" made personal appearances at Proctor's Troy, and the Menands Drive-In, Menands. . . . The Lincoln, Schenectady, owned by Alec Weiss, and the American, owned by Lillian Deitcher, are operating on Saturdays and Sundays. . . . Ann Joyce, secretary to Charles Dortic, Columbia branch manager, spent a weekend in New York. . . . Lillian Paulus, Columbia telephone operator, was vacationing. . . . The Fabian Erie, Schenectady, a first-run house, split product with John Gardner's Colony for second-run, and Fabian's Plaza, formerly second-run, is now first-run. . . . Helen Hart, Loew's cashier, was vacationing. —M. E. B.

Buffalo

John Brown, sales manager, Boston, Paramount exchange, was appointed local manager, succeeding E. J. Fitzgerald, who recently succeeded Mike Simon. Fitzgerald, a colonel in the reserve, has been called to active duty.

Condolences went to Vincent McFaul, general manager, Shea's Buffalo Theatres, on the death of his mother.



Producers William Pine and William Thomas on the coast recently signed a new Paramount contract calling for a minimum of eight pictures in two years, taking effect when the current pact expires in 1952. Left to right are Pine, Thomas, John Payne, and Y. Frank Freeman, Paramount studio operations head.



Roman maidens handing out "love kisses" were one of the reasons why UA's "Fabiola" opened at the Victoria, New York City, to outstanding business recently, following all-out exploitation efforts.

Gloversville

The Pontiac, Saranac Lake, was the scene of a Schine Circuit district meeting. Others were set for Syracuse and Geneva, with Ohio, Kentucky, and Maryland to follow.

Newburgh

M. N. Wolf, MGM's field exhibitor relations staff, spoke before the Lion's Club.

Rochester

Manager Jerry Baker, RKO Palace, was giving away Gem razors with each purchase of RKO ticket books. . . . The Little launched a contest to name the 10 best pictures shown since the first of the year, with \$10 prizes for all winners and two passes for all picking three of the winning films chosen by the judges, May Smith, Lew Thompson, Mildred Lighthouse, and George L. David.

Robert Carbone, Hudson and Remy, arranged for the exclusive showing of Rochester's Memorial Day parade. . . . Clayton Cornell, Cinema, is always a good will ambassador. . . . Arthur Rose, U-I representative, was as brown as his suit on his return from Florida. . . . Mrs. Graddon Hodges was in the hospital following an operation.

Jerry Carter closed the Dixie and the Schines closed the Lake. The Capitol went to weekend policy, and others were reported planning to follow suit. Five houses were shuttered, and three operating part-time.

Manager Lewis Thompson, Regent, returned from his vacation. —D. R.

Syracuse

The Astor, formerly the Empire, was scheduled to close for the summer.

For "My Forbidden Past," S. L. Sorokin, RKO Keith's, recently held an "Ava Gardner Double's Contest" with prizes promoted from merchants. The promotion was handled by Ed Murphy, WSYR, who plugged the contest for two weeks. The winner was presented with the awards from the stage of the theatre by Murphy. Three hundred "Forbidden Past" roses were also promoted from a

local florist, and given to the first 300 women attending on opening day. Promoted prizes included a table model radio, complete beauty treatment, corsages, spring dress, spring hat, and a \$25 U. S. Savings Bond, donated by the theatre.

A group of former classmates of Dick Feldman, former local manager who is now in the investment business, came into town for the Syracuse University reunion doings, and, from reports, they all had a good time.

Charles Gallagher, recently at the Eckel, replaces George Snyder as assistant manager, Schine's Paramount, with Barry Ghezzi going to the Eckel as student assistant. . . . Manager Charles Grazziano, Paramount, turned over the house stage to a milking contest in which there were 14 participants. Six live bovines were used.

Sidney Grossman's Elmwood closed for the summer. . . . William Van Wagner, projectionist, Kallet's Genesee, is always a welcome visitor on the phone, especially when he wants to order a subscription for EXHIBITOR. . . . The manager of a downtown house is under arrest following an alleged shortage of about \$900.

Manager Charles Grazziano, Paramount, promoted a remarkable contest for "Follow the Sun" from Silver Frosted Foods as follows: On a 40x60 in front of the house was the message "Ben Hogan came back from death's door to make the world stand up and cheer. You, too, can win your way to more abundant living. See this remarkable picture 'Follow the Sun,' and then write 100 words or less, describing your darkest hour, winner to receive two weeks at the Town and Country Club under supervision of John Murray, famed physical conditioner and his staff. A supply of Silver Frosted pre-

EYEING THE

Exchanges

NEW YORK—Local B-51, Film Exchange Employees Union, is taking definite steps to maintain good employer-employee relations. A six-week course in labor-management relations was recently offered free of charge to all union shop stewards. The instructors came from Cornell University, and the classes were held at union headquarters. Union officials were glad to report that the classes were well attended.

MGM—Josephine Radice, cashier's department, is back after two weeks away. . . . Head biller Shirley Gottlieb will be accepting birthday congratulations on June 21. . . . The office made a farewell party for New York branch manager Ralph Pielow before he left to take over Pittsburgh. . . . New Jersey booker Virginia Edelestein returned from vacation.

REPUBLIC—New salesman is Robert Finkle, formerly with ELC. . . . The "Jimmy Grainger Friendship Drive," May 14-Sept. 29, is starting to roll. . . . Salesman Tony Ricci was presented with a birthday cake and party by the office staff. . . . Bookkeeping machine opera-

cooked prescription dinners designed to meet the dietary needs will be furnished. A health holiday weekend at Willow Crest Manor Health Farm, under the direction of men skilled in pleasant preventive medicine, is added. Your golf game will be rehabilitated by Tom Newlove, one of Central New York's outstanding professional golf teachers. A documentary film of your progress will be made by camera experts, including a slow motion study of your golf swing."

—J. J. S.



Bob Hope and Marilyn Maxwell are seen in New York upon their recent return from a personal appearance tour through England, France, and Germany. Following a nine-city tour, Hope will return to Hollywood in August to start work on Paramount's comedy, "Son of Paleface."

tor Harriett Lee will be a June bride, and will live in Jacksonville, Fla.

RKO—Ted Krasner, salesman, was accepting birthday congratulations on June 11. . . . Sonny Packard started her vacation. . . . Ethel Curtis, accounting department, returned from her vacation to celebrate her birthday. . . . Dave Berger resigned. . . . Bookkeeping machine operator Evelyn Vitulis started her respite. . . . The new office boy is Harry Dorman.

U-INTERNATIONAL — Switchboard operator Alice Shivers is back after her vacation. . . . The film room's Meyer Siegal is also back.

BONDED—Film inspectress Sara Lucarini was enjoying her vacation. . . . Shipper Romeo Zaccane is back after his respite. . . . Alice Tomkins, film inspectress, vacationed.

WARNERS—The "Jules Lapidus Drive," through Sept. 29, is starting to roll. . . . Head booker Al Blumberg is back after a vacation in Bermuda.

RAMBLIN' 'ROUND—Monogram's print booker, Sara Kramer, resigned. . . . Phil Levine, Lux salesman, celebrated the third birthday of his son, Jerald. . . . The Bookers Club held its last meeting before the summer recess. . . . Columbia film inspectress Beatrice Carril was back from her vacation. —ARNOLD FARBER

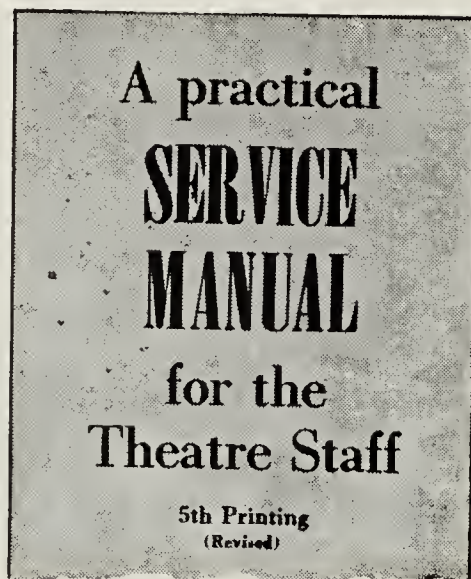


Mayor J. William Jones, Long Beach, N. J., recently presented a plaque to Walter Reade, Jr., Walter Reade Circuit, saluting the Paramount on its recent 30th birthday. Clark Jordan, manager, right, looks on at the presentation.

Having trouble with NEW Employees?

HERE IS THE QUICKEST AND EASIEST WAY TO TRAIN THEM IN MODERN THEATRE METHODS

- Of inestimable value in "breaking" a new staff of Ushers; a new Cashier, or a new Door Man.
- This 16 page pocket size (3 x 6 inch) booklet with heavy paper cover itemizes the rules of conduct for the theatre staff very logically and thoroughly. Separate chapters are devoted to Managers, Cashiers, Door Men, Ushers, etc., as currently trained in the larger circuits.
- It also pictures a system of Usher's hand signals for designating empty seats and gives many hints on Public Safety, Accident, Fire Prevention, Advertising, etc.



Price: 5c each

ASK FOR
A SAMPLE
SHEET!

EXHIBITOR BOOK SHOP

246-48 N. Clarion Street, Philadelphia 7, Pa.

SOLD ONLY
TO SUBSCRIBING
THEATRES!

NEWS OF THE

Territory

Philadelphia
Crosstown

The Fox held a preview of 20th-Fox's "The Guy Who Came Back."

The Troc, the town's burley, closed for the season.

Alfred Hitchcock, director of WB's "Strangers On A Train," was due in in the interests of the production. . . . Leo Pillot was in in advance of "David and Bathsheba," with a special traveling truck publicizing the 20th-Fox show around shortly at part of the preliminary ballyhoo.

Ralph Pries, now an executive with Berlo Vending Company, became the proud father of a seven pound, four ounce girl, the Pries' third child. They now have two girls and a boy.

Vine Street

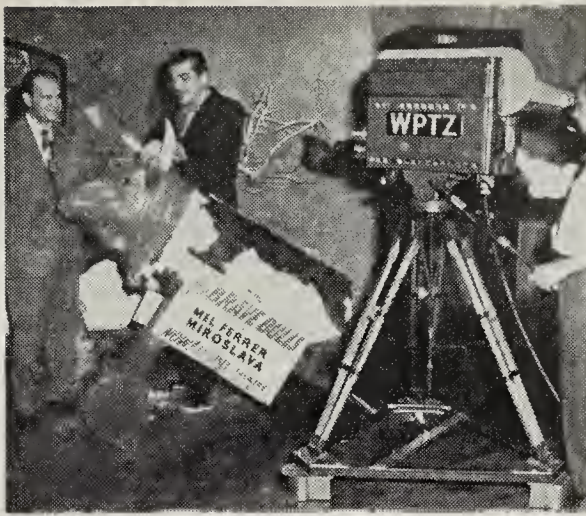
I. L. Lenz's 202 Drive-In, Painter's Crossroad, near West Chester, Pa., is the latest to join the Allied Booking and Buying Service. The open-airer is the newest in the territory.

Industryites will not want to miss the joint outdoor outing of Motion Picture Associates and Variety Club, Tent 13, at Variety Boys' Camp in Montgomery County on June 23. The affair features tennis, baseball, swimming, card games, and other sports plus a buffet dinner, followed by dancing and entertainment in the evening, all for \$5 per couple. It promised to be a great day. For reservations, see Cecil Felt, who is also in charge of transportation. Ladies are invited, and the affair will be held rain or shine.

James O'Gara, Republic district manager, was in conferring with branch manager Norman Silverman. . . . Columbia booker Jerry Levy was on vacation. . . . Monogram branch manager Max Gillis was justifiably proud of his son, Donald Howard, graduating from Kenyon College, Gambier, O., with highest honors in philosophy, a Fulbright Scholarship to Oxford, and an election to Phi Beta Kappa. With his wife, and son, Richard, Gillis attended the graduation exercises.

Bill Mansell was host at the WB screenings of four pictures at the Aldine. Good crowds turned out each day to see "Captain Horatio Hornblower," "A Streetcar Named Desire," "Jim Thorpe, All-American," and "Strangers On A Train." Luncheon was served at the theatre. In addition to the local exhibitors, many S-W managers, and upstate theatremen were on hand.

Harry Dressler, Paramount salesman, is getting married soon, and the boys were arranging a party for him. . . .



Part of the recent Philadelphia ballyhoo for "The Brave Bulls," Columbia, was this stunt showing Roy Robbins, manager, S-W Aldine, with Ernie Kovacs, station WPTZ-TV, on a television show.

Harry Waxmann, prominent Atlantic City exhibitor, was in the hospital for a checkup. . . . Jack Engel, Lippert, is enthused over the S-W Stanton booking of "Little Big Horn" in July. The show has been doing well in its first engagements throughout the country.

There is a good opening for a manager handling a New Jersey situation. This isn't a shore spot but a theatre located in a small town, without opposition. There is a good opportunity for advancement. If interested, call EXHIBITOR for the information.

Circuits
Stanley-Warner

The renowned director, Alfred Hitchcock, was in on one of his several one-day stops on an extensive tour in connection with his "Strangers on a Train," which opens soon at the Stanley. Welcomed by an Independence Day Committee, Hitchcock had interviews with press and radio. He was accompanied by Graham Wahn, Warners, New York office.

Jack Brodsky (he must be in a hurry) moved up his nuptial date from Labor Day to July 6. . . . David Beck is the new young man in publicity, replacing Angelo D'Alessandro.

Paul Castello took another hour off his own Philadelphia-to-St. Louis 20-hour auto speed record on his recent vacation jaunt.



Manager John Marcon, Warners' Metropolitan, Washington, D. C., had this special front for the recent showing of WB's "The Walking Dead" and "Beast With Five Fingers," reissue horror show.

District of Columbia
Washington

Public libraries handed out thousands of bookmarks to plug Columbia's Technicolor two-reeler, "A Day With The F.B.I.," RKO Keith's. The reverse side listed books on the F.B.I. which were available in the libraries.

Ben Schwald, Monogram-Allied Artists executive, was in to confer with Lieutenant Colonel Claire E. Towne, motion picture section, pictorial branch, Office of Public Information, regarding the script for "Submarine School," which Lindsley Parsons will produce for Monogram release. The story is scheduled to be filed in cooperation with the navy at New London, Conn.

Four Warner houses, the Beverly, Calvert, Sheridan, and Kennedy, have dropped matinees.

To boost Columbia's "The Brave Bulls" at the Dupont, a special preview was arranged, hosted by the Mexican ambassador and his wife.

District Theatres' Lincoln also carried the theatre televising of the Louis-Savold heavyweight fight.

MGM—Pat Shifflett, switchboard operator, recently went to visit friends in Birmingham, Ala. . . . Mrs. Dot Small, contract clerk, had a birthday, and received many gifts from her fellow employees. . . . Miss Hazel McCarthy, bookers' secretary, attended the Commencement exercises at the University of Maryland for her nephew, Robert. . . . Office manager Joe Kroman was in a three-way tie for lead in the cup tournament at Indian Springs Golf Club. . . . Mrs. Catherine Murphy had her daughter, Marsha, in a dance recital given for the benefit of the Jefferson Junior High School PTA.

PARAMOUNT—Mrs. Lillian Lee, assistant cashier, returned from her vacation in Georgia and South Carolina. . . . Mrs. Josephine Evans, switchboard operator, has a husband, Clarence, in the marines. He is a patient at Bethesda Naval Medical Center. . . . Phil Isaacs, branch manager, moved his family down from New York City to Silver Spring, Md. . . . Hal Marshall, special field publicity representative, resigned.

REPUBLIC—Mrs. Ida Leniek, bookkeeper, visited her parents in Johnstown, Pa. . . . Miss Ann Dinkel, branch manager's secretary, has been visiting her sister in Jeanette, Pa. . . . Mrs. Catherine Littleton is the new inspectress.

EQUITY—Gray Barker, from Clarksburg, W. Va., was here.

U-I—The Universal Pep Club had a moonlight cruise down the Potomac River.

SANDY—Workmen were putting the finishing touches on their new quarters.

VALLEY ENTERPRISES—Mrs. Leola Lubber, Sam Roth's secretary, was away on her vacation.

VARIETY CLUB—Tent 11 is giving a "Father's Day" party on June 23 at the clubrooms in the Willard Hotel.

WARNERS — Mrs. Delores Blundon, bookkeeper, was on her vacation at a farm in Mount Airy, Md. . . . Norman Brook, head shipper, returned from his vacation.

TWENTIETH CENTURY-FOX—Miss Marion Bowen, Mrs. Sara Young's secretary, went on a motor tour with her family to Denver, Colo. . . . Jack Kohler, booker, was leaving on his vacation. . . . Glen Norris, branch manager, and Ira Sichelman, sales manager, went to California to a convention.

RKO—Hugh MacKenzie, publicity representative, was in. . . . J. B. Brecheen, branch manager, went to Texas with his family for a vacation. . . . Miss Agnes Turner, branch cashier, was installed as president, Soroptimist Club of Washington.

UNITED ARTISTS—Miss Jane Harrell went to a wedding at Clarksburg, W. Va.

TRANS-LUX—The two lions that Vincent Iorio has caged to add color to the showing of "Fabiola," created a pedestrian traffic jam.

Sol A. Schwartz, president, RKO Theatres, was in to witness at Keith's the audience reaction to the first Joe Louis-Lee Savold fight, televised for exclusive showings on theatre screens. Wayne Coy, chairman, FCC, as well as other government officials, theatre, and motion picture executives, and members of the press were invited by Schwartz to attend this television experiment, and to be his guests at an informal dinner at the Statler Hotel prior to going to the theatre.

Delaware Milford

The 51st annual commencement exercises of Milford High School were held in Schine's New Milford.

Wilmington

A. Joseph De Fiore, manager, announced the closing of the Park for the summer. . . . Edward Richards has been appointed assistant manager, S-W Grand. . . . A stage production of "Snow White and the Seven Dwarfs" played a one-performance at the S-W Queen.

—HENRY L. SHOLLY

Maryland Baltimore

Theatre TV was installed at Loew's Century, first of the Loew houses to be so equipped, and first theatre in Maryland to be so equipped, in time for the exclusive telecast of the Joe Louis-Lee Savold heavyweight bout.

Rome Theatres' Harlem also carried the theatre televising of the Louis-Savold heavyweight fight.

Piper Laurie and Tony Curtis, Universal-International's two new stars currently touring 16 key cities on behalf of "The Prince Who Was A Thief," were crowned "Sweethearts Of The Ice Cream Centennial" in connection with ceremonies commemorating the 100th anniversary of the birth of the ice cream industry. The International Association of Ice Cream Manufacturers marked the birth of ice cream in Baltimore with a civic luncheon, and the Maryland Historical Society unveiled a plaque at the Western Maryland Railroad Station on the site of the first ice cream plant built. Miss Laurie and Curtis were crowned at this dedication, and their pictures now adorn the promotional pieces being distributed from coast to coast by the association in connection with the Ice Cream Centennial. The luncheon preceded

ing the dedication was attended by Senator Herbert R. O'Connor and Governor Theodore R. McKeldin, Jr., as well as other civic officials at which Piper and Tony were guests of honor. Six huge ice cream trucks dispensed free ice cream to the citizens at the Western Maryland Railroad Station following the dedication ceremonies.

The new Northwood Shopping Center contains one of Baltimore's outstanding theatres, the Northwood, operated by Joe Grant, and managed by John Wyatt. Recently the shopping center, which had one large food market, blossomed forth with a new Food Fair. The center is under the aegis of the Maryland Management, a topper in the real estate trade.

Talk still around town is that the Hippodrome will soon give way to a parking garage for one of Baltimore's large department stores. Big brother Jack Stoffberg was once the cellist in the pit, and on occasion when this little geezer came up to see the show from the wings, we rubbed elbows with the greats of the stage. 'Twill be a sad day when it happens. Good Izzy Rappaport, though, put the very best in the business.

Exhibitors who made the trip to Washington to call on the many exchanges along Film Row included: Joe Walderman, Monroe and Park; Walter Gettinger, Howard; Morris Oletsky, Windsor and Victory; Bernard Seaman, Beacon; Jack Levine, Irvington, and Sidney Marcus, Patapasco and Brookland. By the by, Gettinger will soon place a ring on the third finger of a pretty young lady after walking up the middle aisle.

"Let's Go to a Movie" is the slogan on a metal tab which the MPTO of Maryland is distributing to all exhibitors and their friends to affix to their autos. The tabs are obtainable at the MPTO offices at 531 North Howard Street, across the street from the Stanley. Let's get them, folks.

—C. S.

Cumberland

Louie Prima and Frankie Carle and their orchestras each played a one-day stand, at the Clary Club and Darnell's Maryland, respectively.

Dusman Theatre Supply installed new Strong Mogul arc lamps at Darnell's Maryland.

Latest reports say that television is at least two years distant from Cumberland and surrounding areas.

Hagerstown

A 17-year-old youth threw the arm of a theatre seat through the screen of the Academy at an evening show. The case is being handled by the Juvenile Court.

—L. McW.

Leonardtown

K. B. Duke, Sr., general manager, St. Mary's Theatres, Inc., has been re-elected mayor for the third term by the other members of the Board of Town Commissioners. . . . With the under-



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standing that musician-composer George Morgan Knight teach him how to play it, K. B. Duke, Sr., gifted Billy Lee, New, with a piano. . . . Ray Trumbule, manager, Park, Lexington Park, Md., and his wife were hosts at a crab feast at their Ranch. . . . Mrs. Ruth Sumstine, Park concessionist, attended graduation exercises of her daughter at Little Flower School, Great Hills, Md. . . . George Morgan Knight, Jr., EXHIBITOR area correspondent, received a royalty check from Broadcast Music Inc., New York City, for his song, "Ten Gallon Hat," which his agent, G. B. McManis, submitted to Warners for use in a future musical.

Pennsylvania Easton

Archie Adlman, manager, Eastern Medina Drive-In, recently tied up with Father's Day on "Father Was A Full-back." He made a tieup with Easton merchants association, affiliated with the Chamber of Commerce, to sponsor a party at the drive-in. He sold the night for a flat sum, which was greater than the average receipts, and, in addi-

tion, merchants paid for all extra expenses, special tickets, added entertainment, newspaper advertisement, radio broadcasting time, etc. The publicity started 10 days in advance of the party, and news breaks on the event were plentiful. Adlman promoted from the city necessary platforms and microphone system for the affair, which was delivered, erected, and dismantled free. The merchants donated \$2,000 in prizes for the "Fathers." The mayor of Easton opened the program. Ex-mayor Lehr was cited as the oldest father. William H. Kinney, chief juvenile probation officer, Northampton County, was named "Father of the Year," and this made the front pages of local newspapers. All in all, the affair was the topic of the community. The drive-in received priceless publicity, and it was a terrific good will program gesture. A survey of attendance showed that 60 per cent were never in a drive-in before, and the newcomers said they enjoyed the atmosphere, and are now future potential patrons.

Harrisburg

Gerry Wollaston, manager, State, arranged a number of attention-attracting music tieups for "On The Riviera." . . . The WCMB Junior Town talent show on the stage of the Rio closed for the summer. . . . The State, Colonial, and Rio cooperated with WHP in publicizing the radio station's move. . . . Attractive new carpet has been placed at the State. . . . Dwight Cunningham, assistant manager, Colonial, is back after absence during which he underwent an appendectomy. . . . Jack O'Rear, manager, Colonial, got a good press of the presentation of a scroll to Postmaster Leo Werner in connection with "Appointment With Danger."

Thomas Kerrigan, owner, Harrisburg Drive-In, installed train and boat rides in the theatre's play area.

Moosic

Angelo Scavo opened his Oakhill Drive-In.

Reading

The Plaza seems to be definitely out of the exhibitor list. The Masonic Temple Trust, which owns the building, is advertising for short term rentals.

Observers of the theatre scene note as interesting the fact that both theatres owned by the Masonic are out of commission. Thus far the Rajah, 2,000-seater owned by the Mystic Shriners' Rajah Temple, is minus a lessee or any prospects of regular operation next fall or winter, outside of special bookings by local persons or organizations.

Virginia Richmond

Restraint of trade does not exist when one neighborhood theatre is favored over another in the distribution of first-run films, the United States Court of Appeals for the Fourth Circuit ruled. The case stemmed from an appeal by the Windsor Theatre Company, Baltimore, Md., charging that the Walbrook Amuse-

TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) June 28, 11, "Strictly Dishonorable" (Ezio Pinza, Janet Leigh, Millard Mitchell).

RKO (250 N. 13th) June 26, 2:30, "Hard, Fast and Beautiful" (Claire Trevor, Carleton Young, Sally Forrest); July 2, 2:30, "Alice in Wonderland" (Walt Disney cartoon feature in Technicolor).

WARNERS (230 N. 13th) July 6, 2:30, "Cn Moonlight Bay" (Doris Day, Gordon MacRae, Jack Smith) (Technicolor).

ment Company, Baltimore, conspired with seven major distributors to deprive the Windsor of first-run neighborhood films.

Claude L. Guthrie, former official, Federal Reserve Bank, and just recently becoming associated with the Westover as assistant manager, died suddenly.

Mabel Blacklidge is the new Berlo candy attendant at the Grand. . . . Betty Fennell, box office staff, Grand, was on vacation. . . . Richard Kilgore, Grand, has been promoted to assistant under Allen Brown, Westover. . . . Carl Epley replaced Edmund Cadieux at the Brookland. . . . Grace Apperson and Franklin Terrell, Brookland, were on vacation. . . . Roy Herkimer, Brookland manager, left on vacation, Walter Joyner relieving. . . . Albert Bernstein added a merry-go-round to his playground at the Bellwood Drive-In. . . . Bob Coulter was host to the annual safety patrol theatre party at the Byrd.

Frank Silveri, assistant manager, Fabian's National, will be married to Miss Gloria Valdrighi on June 30 at St. Elizabeth's Church. . . . Carl Wood, projectionist, Bellevue, was elected Grand Senior Warden, Grand Commandery, Knights Templar of Virginia, at Portsmouth.

—S. T.

West Virginia Keyser

First Lieutenant Harold Armstrong, air force, a former projectionist at Dave Baker's Air Park Drive-In, left recently after a short leave for Elmendorf Air Force Base, Alaska. . . . The first 20th Century-Fox Picture to play the Liberty, Olin R. Thrush, manager, in over 12 years, "Bird of Paradise," was scheduled for a full week. . . . Mrs. Newton B. Carskadon, owner, local Keyser and Music Hall, and the Majestic and Opera House, Piedmont, W. Va., availed herself of the booking services of Joseph Walsh Exhibitor's Service, Washington. . . . Sid Eckman, Metro, Washington, and Emil B. Barnett, Altez, were visitors.

Richard A. Pulliam Music Store, made satisfactory arrangements with the Music Hall, this city, and the Majestic, Piedmont, W. Va., to install a 45-rpm record player and furnish the theatres with latest top tunes of the week, every week, for only a "teaser ad," to be attached by the projectionist, and run at each complete program.

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COLUMBIA

Silver Canyon (355)

WESTERN
70M.

ESTIMATE: Standard Autry.

CAST: Gene Autry, Gail Davis, Jim Davis, Bob Steele, Edgar Dearing, Richard Alexander, Terry Frost, Peter Mamakos, Pat Buttram. Produced by Armand Schaefer; directed by John English.

STORY: The Civil War spreads to the western frontiers, and chief scout Gene Autry is ordered to bring in guerillas led by Jim Davis. Autry, accompanied by Pat Buttram, trails the gang to an army outpost. He visits the commanding officer Colonel Edgar Dearing, and meets Dearing's daughter, Gail Davis, and son, Bob Steele. The misguided Steele has been working with Jim Davis. When the latter learns that the South considers his actions illegal, he becomes angry. With stolen Union army uniforms, Davis and his men come in. Davis has Dearing jail Autry; but he escapes. The gang starts looting the town, and Jim Davis kills Dearing. When Steele sees his father shot, he leads Autry and a posse to the gang's hiding place. Jim Davis and his men are destroyed.

X-RAY: Containing standard western action, this will please western audiences. Buttram scores with some comic bits, and songs heard include: "Ridin' Down The Trail" and "Fort Worth Jail." The screen play is by Gerald Geraghty.

TIP ON BIDDING: Usual series price.

AD LINES: "Gene Autry Helps In The Struggle To Preserve The Union"; "Why Did An Army Patrol Attack Its Own Base?"; "Gene Autry Battles A Gang That Threatened The Safety Of The Nation."

Two Of A Kind (350)

MELODRAMA
75M.

ESTIMATE: Names may help fast moving meller.

CAST: Edmond O'Brien, Elizabeth Scott, Terry Moore, Alexander Knox, Griff Barnett, Robert Anderson, Virginia Brissac, J. M. Kerrigan, Claire Carleton. Produced by William Dozier; directed by Henry Levin.

STORY: After a long search, Elizabeth Scott finally traces Edmond O'Brien, and gets him to agree to a plan which could mean millions. With lawyer Alexander Knox, Scott hopes to pass O'Brien off as the long lost son of millionaire Griff Barnett. O'Brien, who has the physical characteristics of the missing heir, has to have the tip of his little finger amputated. Scott helps O'Brien to meet Barnett's niece, Terry Moore, who introduces O'Brien to Barnett. O'Brien convinces Barnett that he is his son. Scott, in love with O'Brien, resents his affair. Barnett sends for Knox, and tells him he won't leave O'Brien anything. The desperate Knox wants to kill Barnett but O'Brien and Scott refuse to go along. Knox sends Robert Anderson to get O'Brien but the latter escapes. He then goes to Barnett, and plays a record on which Knox reveals the entire plot. Barnett orders Knox to quit law, and get out of town, and asks O'Brien to keep up the pretense for his sick wife's sake. Scott and O'Brien then go off together.

X-RAY: With names for the marquee, plenty of suspense, romance, and action, and adequate production and direction, this is a fair programmer that can be sold. While the type of yarn is more or less familiar, it manages to hold interest throughout, and the star draw should be a factor. The screen play is by Lawrence Kimble and James Gunn.

TIP ON BIDDING: Fair program price.

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SECTION TWO
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JUNE 20, 1951

AD LINES: "She Was Soft As A Lover's Kiss And As Deadly As A Loaded Gun"; "It Almost Took A Murder For Them To Learn That They Were 'Two Of A Kind'"; "She Used Every Trick A Beautiful Woman Has To Get What She Wanted."

LIPPERT

Kentucky Jubilee COMEDY WITH MUSIC (5007) 70M.

ESTIMATE: Pleasing entry for the lower half.

CAST: Jerry Colonna, Jean Porter, James Ellison, Raymond Hatton, Vince Barnett, Chester Clute, Michael Whalen, Archie Twitchell, Russell Hicks, Margia Dean, Si Jenks, Ralph Sanford, Jack Reitzen, Cliff Taylor, Charlie Williams, George Chesebro, Bob Carney, George Sanders, Tom Plant, Phil Arnold, Mickey Simpson, Glen Story, Marvel Andre, McQuaig Twins, Les Anderson, Broome Brothers, Bobby Clark, Y-Knot Twirlers, Donna Kaye, Slim Andrews, Frankie Vincent, John Braislin, Buck and Chickie Eddy, Claude Casey, Fred Kirby, Chris Randall, Penny McGuigan, Edna and Gracia Dreon, Fritz Feld. Produced and directed by Ron Ormond.

STORY: Fritz Feld, motion picture director, is assigned to look over the local talent at a hillbilly jubilee, and is forced at gunpoint to drive a couple of gangsters, who hold him captive. Meanwhile, Jerry Colonna, a graduate of an entertainers' correspondence school, hired to m.c. the jubilee; James Ellison, a reporter, and actress Jean Porter attempt to contact Feld. Gang boss Archie Twitchell has wormed his way into the job of press agent for the jubilee by threatening Mayor Chester Clute with blackmail. The gang plans to knock off the bank, and grab the jubilee bankroll, but Ellison and the town's editor, Raymond Hatton, smoke out the plot. After much chasing around, the gang is apprehended, and the jubilee goes on as planned. Colonna and Porter so impress Feld that he gives them roles in his next film, and assigns Ellison, by now in love with Porter, the job of scripting.

X-RAY: This is a potpourri of hillbilly singers, dancers, and specialty acts, which combined with Colonna's eye popping and gagging, may register with unsophisticated audiences. Colonna and Feld uphold the comedy end, and the others are adequate. This was written by Maurice Tombragel and Ron Ormond. Songs heard include "Innocent Affair", "Try Love", "Kentucky Jubilee", "Ten Little Seconds", "Ride, Cowboy, Ride", "Daisy Lou",

"Singing Sam", "Mississippi Home", "Kiss Me Quick", "Your Sugar Child Is Back", "Southland", "Hickory County", and "Gun Totin' Mamma."

AD LINES: "He's A Scream-Boat—The Howl Of The Hills"; "Gorgeous Gals, Giggly Gags, Rollicking Romance"; "It's Fun Time, It's Frolic Time, It's Jubilee Time."

Savage Drums (5001)

ACTION
DRAMA
72M.

ESTIMATE: For the duallers.

CAST: Sabu, Lita Baron, H. B. Warner, Sid Melton, Steven Geray, Bob Easton, Margia Dean, Francis Pierlot, Paul Marion, Ray Kinney, John Mansfield, Edward Clark, Harold Fong, Nick Thompson. Produced and directed by William Berke.

STORY: Sabu, brother of the king of a small island off the coast of Indo-China, is boxing in Los Angeles after World War II. His friend-business manager, Sid Melton, lines up for him a fight for the light heavyweight championship, but Sabu's brother arrives to beg him to return to help rid the area of Communist sympathizers. His arguments fail, and as he is leaving he is shot. Sabu determines to go to the island to discover the assailant. On the island, Sabu is warned by the prime minister that his life is in danger. Communist agent Steven Geray, in cahoots with the pretender, plot for Red Chinese troops to invade the island. Sabu and Melton discover the plans, do away with the invaders, and, as peace is restored to the island, Sabu and his girl friend, Lita Baron, prepare to wed.

X-RAY: Sabu's name may help sell this melodramatic programmer, which is pretty far-fetched stuff. However, the action and intrigue may hold the attention of the none-too-discriminating. The story is by Fenton Earnshaw.

AD LINES: "Startling Thrills, Wild Adventure, Primitive Passions"; "Wild Jungle Fury On An Exciting Island Of Pleasure"; "An Exciting Jungle Film With A Most Timely Plot."

MGM

No Questions Asked (132)

MELODRAMA
81M.

ESTIMATE: Fast moving programmer.

CAST: Barry Sullivan, Arlene Dahl, George Murphy, Jean Hagen, Richard Anderson, Moroni Olsen, Dan Dayton, Dick Simmons, Howard Petrie, William Phipps, William Regnolds, Mauritz Hugo, Mari Blanchard, Robert Sheppard, Michael Dugan, Howland Chamberlin, Richard Bartlett, Robert Osterloh. Produced by

Nicholas Nayfack; directed by Harold F. Kress.

STORY: When young insurance lawyer Barry Sullivan is thrown over by his girl, Arlene Dahl, because he can't make money fast enough, he moves into a spot where he acts as a legal go-between making deals between thieves and insurance companies. This brings him wealth but he is just over the right side of the law. Dahl, who had married for money, returns just when a big holdup is pulled at a theatre, with the women on hand robbed of their jewels. Police inspector George Murphy, out to get Sullivan and the crooks, moves in, making it tough for Sullivan to act as a go-between on the new deal. Finally, after some doublecrossing, Dahl is exposed as working with her husband, Richard Anderson, for her own end, and making Sullivan take the rap. After Dahl and Anderson are killed, Murphy and the police move in to save Sullivan for Jean Hagen, who has been carrying the torch for him. Still owing some sort of debt to society, Sullivan goes to the hospital with Hagen.

X-RAY: A fast moving programmer, this is punctuated by some good dialogue and pace, with the film okeh for the duallers or able to stand on its own where the action type of show is appreciated. Sullivan and Hagen are good, with Dahl, Murphy, Anderson, and the others adequate. While the story is familiar, the insurance-thieves background makes for added interest. The story was written by Berne Giler.

TIP ON BIDDING: Fair program price.

AD LINES: "Inside The Law . . . He Was One Step Ahead Of The Police"; "No Questions Asked' In Love Or Crime"; "The Story Of A Guy Who Outsmarted Himself."

Show Boat (135) MUSICAL DRAMA 107M.

(Color by Technicolor)

ESTIMATE: High rating.

CAST: Kathryn Grayson, Ava Gardner, Howard Keel, Joe E. Brown, Marge Champion, Robert Sterling, Agnes Moorehead, Adele Jergens, Lief Erickson, William Warfield, Frances Williams, Owen McGivney, Regis Toomey, Gower Champion, and Sheila Clark. Produced by Arthur Freed; directed by George Sidney.

STORY: When the Mississippi showboat run by Joe E. Brown makes a stop, one of the crew, angry because entertainer Ava Gardner refuses to get romantic with him, tells the sheriff that she is a Negro, and is married to Robert Sterling. As she is about to be arrested, Sterling swears that he has Negro blood, and they both leave the ship. Kathryn Grayson, daughter of Brown and Agnes Moorehead, takes Gardner's place while Sterling's role is assumed by gambler Howard Keel. Romance blossoms, and Grayson runs off to marry him. Things go from good to bad, and eventually they separate. When Keel leaves, he doesn't know that Grayson is to have a baby. Grayson returns home, and has her child. When Keel returns to the river as a gambler, he meets Gardner, and he returns to Grayson and the showboat.

X-RAY: Highly entertaining, the public should go for this in a pretty big way. It has Technicolor, a load of star talent, the fine songs that have become classics, the ever present popularity of the novel and play, and width and depth of production and scope. The story holds interest throughout, the cast is good, the direction of high calibre, and the production values in the better class. Returns should be high. The screen play is by John Lee Mahin, based on the musical play by Jerome Kern and Oscar Hammerstein, II, from Edna Ferber's novel. Songs heard include: "Bill", "Life Upon The Wicked Stage", "I Might Fall Back On You", "After The Ball", "Make Believe", "Why Do I Love You",

"Gambler's Song", "Can't Help Lovin' Dat Man", "You Are Love", and "Ol' Man River." The dances by Gower and Marge Champion provide some of the high spots of the production.

TIP ON BIDDING: Higher bracket.

AD LINES: "Show Boat' Is Comin' Your Way Loaded With Grand Entertainment"; "Unforgettable Entertainment Is Aboard The 'Show Boat' For Everyone"; "A Fine Film In The Great Tradition Of Hollywood."

MONOGRAM

Blazing Bullets (5142) WESTERN 51M.

ESTIMATE: Okeh western.

CAST: Johnny Mack Brown, Lois Hall, House Peters, Jr., Stanley Price, Dennis Moore, Edmund Cobb, Milburn Morante, Forrest Taylor. Produced by Vincent M. Fennelly; directed by Wallace W. Fox.

STORY: Johnny Mack Brown, on the trail of stolen government gold, learns from House Peters, Jr., fiancée of Lois Hall, that he is suspected of kidnapping her father, Forrest Taylor. Joining forces, they locate Taylor, held prisoner in the shack of eccentric, elderly prospector Milburn Morante, and find the gold cached in Morante's basement. Morante signals crooked sheriff Edmund Cobb and his henchmen, Stanley Price and Dennis Moore. Cobb orders the arrest of Brown and Peters, but tells his men to shoot them. Brown and Peters battle their way out, return to get Morante and Cobb, and find Cobb is making off with the gold. Brown goes in pursuit, while Peters sets out after Morante, who has been taken away by Price and Moore. Brown and Peters both get their men, and Taylor repents, gives Peters permission to marry Hall.

X-RAY: George Daniels' script accents action, and there is ample riding, shooting, and fisticuffs for the western fans, while the romance angle is kept to a minimum. Performances are adequate, and the result is an okeh entry for the series.

AD LINES: "Danger Corner Of The West"; "Gold Robbery; Gun Justice—In Outlaw Land"; "Blazing Bullets And Smashing Fists."

Cavalry Scout (5101) OUTDOOR DRAMA 78M.

(Cinecolor)

ESTIMATE: Western has the angles.

CAST: Rod Cameron, Audrey Long, Jim Davis, James Millican, William Phillips, Stephen Chase, John Doucette, James Arness. Produced by Walter Mirisch; directed by Lesley Selander.

STORY: Army civilian scout Rod Cameron is ordered to trace two stolen Gatling guns. He reports to Colonel Stephen Chase and his aide, Lieutenant Jim Davis. Cameron suspects that Indian trader James Millican has the guns, and will use them to trade with the Indians. While smuggling some contraband goods, Millican's men are discovered by three soldiers. The gang kill the soldiers, and try to make it appear that Indians had done it. Millican gets panicky, and decides to take the guns and ammunition to the Indians, and brings Audrey Long, whom both Cameron and Davis love, as a hostage. The army post turns out, and a pitched battle starts around the Indian village. Chase and Davis are killed. Cameron blows up the guns and ammunition after rescuing Long, brings in Millican, and promises the Indians that everyone wants peace.

X-RAY: Long on talk and short on action, this suffers from a routine script. Direction and production are okeh, and

the Cinecolor gives a boost. This seems best suited for the lower half. The screen play is by Dan Ullman.

AD LINES: "Why Could This Gun Change The History Of The West?"; "Civil War Enemies Unite To Face The Dangers Of An Indian War"; "A Flaming Wagon Carried The Destiny Of The Western Frontier."

PARAMOUNT

That's My Boy (5026) COMEDY 98M.

ESTIMATE: High rating comedy.

CAST: Dean Martin, Jerry Lewis, Ruth Hussey, Eddie Mayehoff, Marion Marshall, Polly Bergen, Hugh Sanders, John McIntire, Francis Pierlot, Lillian Randolph, Tom Harmon. Produced by Hal B. Wallis; directed by Hal Walker.

STORY: Jerry Lewis, an introvert, is the son of former All-American great Eddie Mayehoff and former Olympic swimming champ Ruth Hussey. Mayehoff can't understand why Lewis isn't an outstanding athlete, and arranges for him to go to the college in which he made headlines, rooming with Dean Martin, star of the local high school football team. Lewis is generally a flop as a football player, which irritates Mayehoff, but finally, after various complications, Lewis gets his chance in the big game, and comes through, making his father feel proud of him.

X-RAY: A high rating comedy, this also gives a swell chance to newcomer Mayehoff, who comes through with flying colors. Lewis is excellent in the role of the son, and is aided by some competent direction, and assists from Martin, Hussey, and others. While the story is more or less typical, the laughs are numerous, and any audience ought to get a lot of fun out of it, particularly the teen-agers. Songs include "Ballin' The Jack", "I'm In The Mood For Love", and "Ridgeville Fight Song". While the comedy sequences are not of the already familiar Martin-Lewis variety, the type of humor should score anywhere. The story is by Cy Howard.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Year's Laugh Riot"; "Martin And Lewis Were Never Funnier"; "Meet A New Comedy Star . . . Eddie Mayehoff . . . With Martin And Lewis In 'That's My Boy'."

RKO

Happy Go Lovely COMEDY WITH MUSIC 87½M.

(Color by Technicolor)

(Made in England)

ESTIMATE: Entertaining musical has the angles.

CAST: David Niven, Vera-Ellen, Cesar Romero, Bobby Howes, Diane Hart, Gordon Jackson, Barbara Cooper, Henry Hewitt, Gladys Benson, Hugh Dempster, Sandra Dorne, Joyce Carey, John Laurie, Wylie Watson. Produced by Marcel Hellman; directed by Bruce Humberstone.

STORY: Edinburgh is ready to receive visitors for its famed festival of music and drama, and American producer Cesar Romero, trying to put on a musical show without much money, sees his creditors considering removing their sets, costumes, etc., unless he can pay something. Players Vera-Ellen and Diane Hart, roommates, are being pressed by their creditors. Ellen thumbs a ride from the chauffeur to David Niven, millionaire greeting card manufacturer. This leads to the speculation that she is Niven's fiancée, and Romero puts Ellen in the star spot. The word spreads rapidly, and she gets unlimited credit.

Niven investigates, and takes a liking to Ellen. She mistakes him for someone else, and he is called on to impersonate himself, even giving a check to Romero. Vera-Allen tries to get it back fearing imprisonment, but on opening night his true identity is revealed, the show is a success, and they plan to get married.

X-RAY: Liberally sprinkled with bright dialogue, pretty girls, and cute comedy situations, this has a fairly interesting story, good performances, suitable direction, and better production values. Having been made abroad, this has a continental flavor in addition to American touches and stars, and the result is pleasing. The cast is good, and Hart shows up as a pleasing new personality. Songs heard include: "One-Two-Three" and "Would You-Could You?". The screen play is by Val Guest, based on a film story by F. Dammann and Dr. H. Rosenfeld.

TIP ON BIDDING: Fair program price.

AD LINES: "There's Fun For All"; "A Sparkling Comedy Loaded With Pretty Gals And Amusing Situations"; "Have Yourself Some Fun."

20TH-FOX

The Frogmen (122) MELODRAMA

96M.

ESTIMATE: War thriller should ride into the better money.

CAST: Richard Widmark, Dana Andrews, Gary Merrill, Jeffrey Hunter, Warren Stevens, Robert Wagner, Harvey Lembeck, Robert Rockwell, Henry Slate. Produced by Samuel G. Engel; directed by Lloyd Bacon.

STORY: The members of an Underwater Demolition Team worship the memory of their dead former leader, and resent business-like Richard Widmark, who has taken over. The group is on a destroyer commanded by philosophical Gary Merrill, who attempts to help Widmark. On a scouting mission on a Jap-held island, Widmark breaks the team into two groups, and the boat carrying Widmark's assistant is hit, killing everyone except Dana Andrews and a wounded buddy. Realizing that an entire mission depended on his information, Widmark orders his boat back to the ship since a rescue boat is on the way. However, the crew doesn't see it this way, and ask for a transfer. Laid up by a wound, Widmark puts Andrews in charge. After doing the job, Andrews and his partner, Jeffrey Hunter, swim ashore. Before they can get back, Hunter is shot in the spine. When Widmark learns how Hunter was wounded, he threatens to break Andrews for permitting it. Suddenly the ship is hit by a torpedo that doesn't explode. Working under great danger, Widmark removes the exploding mechanism. The UDT team then goes on a dangerous mission in Jap territory. Widmark is hurt in an underwater battle, and Andrews, against orders, brings him back. When the men ask Widmark to sign the picture of the dead commander, he knows that he has been accepted.

X-RAY: Based on true exploits of the Navy's Underwater Demolition Teams, this is an action-packed thriller with a box-office punch. Avoiding phoney heroics, or sentiment, this well-directed offering maintains a high level of interest throughout. Widmark and Andrews head an excellent cast made up mostly of Broadway players and navy personnel. The camera work particularly in the underwater shots, gives this a big boost. The screen play is by John Tucker Battle.

TIP ON BIDDING: Higher bracket.

AD LINES: "See The Stranger Than Fiction Exploits Of 'The Frogmen'"; "Watch The Amazing Top Secret Frogmen In Action" "Richard Widmark And Dana Andrews In The Action Thriller Of The Year."

My Friend Flicka (152)

OUTDOOR DRAMA
89M.(Color by Technicolor)
(Reissue)

ESTIMATE: Reissue of human interest drama should appeal.

CAST: Roddy McDowall, Preston Foster, Rita Johnson, James Bell, Jeff Corey, Diana Hale, Arthur Loft. Produced by Ralph Dietrich; directed by Harold Schuster.

STORY: Roddy McDowall is not understood by his rancher-father, Preston Foster. His mother, Rita Johnson, knows of his desire to have a colt of his own, and prevails upon Foster to give him one. McDowall chooses a filly that his father believes comes of a loco strain, and names it Flicka. The boy and his horse have many adventures together, culminating in McDowall catching pneumonia while staying with the animal beside a stream when the horse is injured. After a battle with the illness, during which time the boy is convinced that Flicka has been shot, he recovers.

X-RAY: When first reviewed in *THE SERVICE* in April, 1943, it was said: "This is a heart warming story, well-acted by a capable cast, that also has the benefit of Technicolor. It is the sort of picture that deserves plenty of attention." This was written by Mary O'Hara.

TIP ON BIDDING: Usual reissue price.

AD LINES: "The Story Of The Love Of A Boy For His Horse"; "Flicka, A Young Colt, Changes A Boy's Way Of Life"; "See A Young Colt Warm The Hearts Of An Entire Family."

Smoky (043) OUTDOOR MELODRAMA

87M.

(Color by Technicolor)
(Reissue)

ESTIMATE: Reissue of horse story has names to sell.

CAST: Fred MacMurray, Anne Baxter, Burl Ives, Bruce Cabot, Esther Dale, Roy Roberts, J. Farrell MacDonald, Max Wagner, Guy Beach, Howard Negley, Bud Geary, Harry Carter, Bob Adler, Victor Killian, Herbert Heywood. Produced by Robert Baissler; directed by Louis King.

STORY: Fred MacMurray, roving cowboy, admires Smoky. His adversary is Bruce Cabot, who, after the horse saves MacMurray's life, gains possession of it. MacMurray, after many adventures, finally finds the horse in a junk yard, and brings it back to the ranch to spend the rest of its life in peace.

X-RAY: First reviewed in *THE SERVICE* in June, 1946, it was said: "This is one of the better shows of its type that will probably have its strongest draw in the smaller towns and neighborhoods, although it has the names and angles to appeal anywhere. Well known folk singer, Burl Ives, contributes several songs. The scenes in which the horse is broken, as well as the action episodes, are convincingly handled." This is based on the classic story by Will James.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Best Seller Reaches The Screen As A Great Thrill"; "'Smoky' Comes To Life In A Technicolor Action Hit"; "Brought Back For You Reenjoyment With A Cast Of Favorites."

Take Care Of My Little Girl (119)

COMEDY DRAMA
93M.

(Color by Technicolor)

ESTIMATE: Should ride into the better grosses.

CAST: Jeanne Crain, Dale Robertson, Mitzi Gaynor, Jean Peters, Jeffrey Hunter, Betty Lynn, Helen Westcott, Lenka Peter-

son, Carol Brannon, Natalie Schafer, Beverly Dennis, Kathleen Hughes, Peggy O'Connor, Charlene Hardey, Janet Stewart, Gail Davis, Judy Walsh, Irene Martin, Penny McGuigan, Pattee Chapman, Mary Thomas, Palma Shard, Jean Romaine, Margia Dean, Grandon Rhodes, Janet Shaw. Produced by Julian Blaustein; directed by Jean Negulesco.

STORY: Jeanne Crain and friend, Janet Shaw, enroll at a midwestern university intent on joining Tri-U, the sorority to which Crain's mother belongs. Crain meets student Dale Robertson, an ex-vet, and is pledged to the sorority, but Shaw is turned down, and leaves school. Gradually, Crain comes over the sorority way of thinking, with its prejudices, etc., the group being dominated by snobs Jean Peters and Helen Westcott. Wealthy Jeffrey Hunter falls for Crain, and he gives her his pin after she helps him cheat in an important exam. "Hell Week" starts at the sorority, a period in which the girls are given various tough chores. Lenka Peterson, whom most of the girls didn't want to pledge, is told by Westcott that she must give up her pin, and the same evening Crain meets Robertson, and goes to a dance with him. Crain, arriving home, learns Peterson has disappeared, and, with Robertson, finds her ill, still trying to do her part for "Hell Week." Peterson is taken to a hospital where Westcott and Peters aren't too much concerned that Peterson has pneumonia. Convinced that she shouldn't become a sorority member, Crain gives back her pin, and walks out with Robertson.

X-RAY: Teen-agers should certainly go for this, what with its campus, sorority, fraternity background, and, as a result, the boxoffice will benefit but just how ardent sorority members, however, will take to the film is something else again as its picture of sorority life is not particularly sympathetic. Crain, Robertson, Mitzi Gaynor, Peters, and many youngsters provide a freshness that hasn't been seen in some time. The picture, with a title that will help the selling, is packed with exploitation angles, and the ticket registers are due to be busy. There is some incidental music sung in the sorority scenes. The story is by Peggy Goodin.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Keyhole View Of Sorority Life"; "The Story Of What Happens When Girls Leave Home For The First Time"; "Every Father's Son Will Love Every Mother's Daughter Of Them."

Thunderhead, Son Of Flicka (151)

OUTDOOR
DRAMA
78M.(Color by Technicolor)
(Reissue)

ESTIMATE: Reissue of colorful outdoor saga should appeal.

CAST: Roddy McDowall, Preston Foster, Rita Johnson, James Bell, Diana Hale, Carleton Young, Ralph Sanford, Robert Filmer, Alan Bridge. Produced by Robert Bassler; directed by Louis King.

STORY: Roddy McDowall, his father, Preston Foster, and his mother Rita Johnson, find themselves hard up on their ranch. Flicka gives birth to a completely white son, Thunderhead. Although Thunderhead is plenty wild, the horse is broken, and McDowall decides to make a race horse out of him. He is winning until thrown by the horse. Meanwhile, the horses have been raided from time to time by Albino, wild father of Flicka. One of Foster's horses is killed by Albino, and he and his men decide to hunt the killer down. Thunderhead breaks loose, and McDowall follows, comes upon the missing herd. Albino attacks him, but Thunderhead comes to the rescue, kills Albino, and drives the herd home. Thunderhead doesn't

want to stay in the corral and McDowall lets him go.

X-RAY: When first reviewed in *THE SERVICESECTION* of February, 1945, it was said: "This should be thoroughly enjoyed by all lovers of horses, and should build as it goes down the line. The fight between the two horses is spectacular, and the wide, colorful Technicolor photography is breathtaking." This was written by Mary O'Hara.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Mary O'Hara's Best Selling Novel Surges To The Screen In Glorious Technicolor"; "Hooves Thunder Across The Screen As The White Stallions Battle To The Death"; "Brought Back For Your Reenjoyment."

UNITED ARTISTS

Four in a Jeep

DRAMA
97M.

(Wechsler)
(Filmed in Austria)

ESTIMATE: Interesting import for the art, class spots.

CAST: Viveca Lindfors, Ralph Meeker, Yoseph Yadin, Michael Medwin, Dinan, Hans Putz, Eduard Loibner, Paulette Dubost. Produced by Lazar Wechsler; directed by Leopold Lindtberg.

STORY: In Vienna, control of the city is divided between the U.S., Russia, England, and France with patrols in jeeps made up of one representative from each country, and with control passing from one to the other for one-month periods. One such patrol consists of American Sergeant Ralph Meeker, Russian Sergeant Yoseph Yadin, British Sergeant Michael Medwin, and French Sergeant Dinan. Viveca Lindfors expects her husband, Hans Putz, home from an internment camp controlled by the Russians, and the four arrive to find several Russian police questioning her. Yadin takes charge brushing off the others. Meeker learns that Putz escaped from the camp. Meeker helps Lindfors hide from the Russians by having her lodge with Dinan and his wife, Pauline Dubost. Lindfors finds her husband, and both are seen by Russian agents. The patrol enters the scene when Meeker decides to see how things are going. The three other military police manage to keep the fugitives out of Yadin's way, and, when the fugitives are injured as part of a building collapses, they get them off to an American hospital. The patrol resumes its duties.

X-RAY: Interesting because of its authentic locale and background, this has moments of suspense and intrigue, and should do fairly well in art or other different type situations. The original story and screen play were written by Richard Schweitzer.

AD LINES: "Intrigue And Danger Follow The International Patrol On Its Rounds In Vienna"; "An American, A Russian, A Frenchman, And An Englishman Make Up The International Patrol"; "Danger In The International Police Zone Of Vienna."

He Ran All The Way

MELODRAMA
77M.

(Roberts)

ESTIMATE: Exciting meller is packed with selling angles.

CAST: John Garfield, Shelley Winters, Wallace Ford, Selena Royle, Gladys George, Norman Lloyd, Bobby Hyatt. Produced by Bob Roberts; directed by John Berry.

STORY: During a hold-up, John Garfield and Norman Lloyd get panicky, and Garfield kills a cop. Garfield, with the loot, meets Shelley Winters, who asks him to meet her family. Garfield reveals his identity, and threatens to kill them if they try to call the police. To avoid suspicion, Garfield allows Winters and her father,

Wallace Ford, to go to work. However, he always has either young Bobby Hyatt or the mother, Selena Royle, with him for protection. Winters finds herself strongly attracted to Garfield, and persuades him to leave the apartment, agreeing to go with him. Ford becomes violently angry, and storms out of the house, daring Garfield to shoot him. Winters takes some of the loot to buy a car. While waiting for it to be delivered, Garfield becomes convinced that Winters sent for the police. Using her for a shield, Garfield sees Ford, who takes a shot at him. Garfield drops his gun, and Winters shoots him. Garfield then stumbles into the gutter in front of the car which Winters had bought for the getaway.

X-RAY: A story of a slow-witted, confused killer, this will appeal to the action followers, and, with Garfield and Winters turning in ace performances, it has plenty of angles for the selling. The film shows a killer in an unfavorable light, and the combination of action and suspense can be built into attractive boxoffice elements. The screen play is by Guy Endore and Hugo Butler. Legion of Decency rating: "B".

TIP ON BIDDING: Fair program price.

AD LINES: "John Garfield And Shelley Winters, The Most Socksational Team On The Screen"; "A Beautiful Desirable Woman Alone With A Half-Crazed Killer"; "Terror . . . Violence . . . Passion."

St. Benny The Dip

COMEDY DRAMA
81M.

(Danziger)

ESTIMATE: Names should help.

CAST: Dick Haymes, Nina Foch, Roland Young, Oscar Karlweis, Lionel Stander, Freddie Bartholomew, Dort Clark, Will Lee, Verne Colette, Richard Gordon. Produced by Edward J. Danziger and Harry Lee Danziger; directed by Edgar Ulmer.

STORY: Confidence men Dick Haymes, Roland Young, and Lionel Stander are surprised by police as they are about to fleece a victim, and escape by donning clerical garb stolen from the church of Richard Gordon. They are discovered by police sergeant Will Lee who tells them that they are hiding in a former mission, and that they are undoubtedly the answer to the late priest's prophecy that the mission would resume again. They are then forced to reopen the mission. Haymes takes home drunken Oscar Karlweis, and meets his daughter, Nina Foch. The neighbors pitch in, and soon the mission is going. Young likes the respect he engenders, and Stander is seriously thinking of returning to his wife and children. Haymes confesses to Foch what he really is, and wants to resume his aimless drifting, but she dissuades him, and persuades him to marry her. Stander returns to his family, and gets a job driving a cab. Young is permitted to continue running the mission by Gordon and the police.

X-RAY: With the story confused and unreal, this will have to depend upon the name value for best returns. The performers do well, considering the material, and the result is a film that will fit into the lower half. There is one song by Haymes, "I Believe." The screen play is by John Roeburt from an original screen play by George Auerbach.

TIP ON BIDDING: Low bracket.

AD LINES: "Three Men And A Girl And Their Adventures"; "With The Police On Their Trail, They Saw The Light"; "Benny Wanted To Go Places, But A Gal And His Two Pals Changed His Mind In A Hurry."

Three Steps North

MELODRAMA
85M.

(Wilder)
(Made In Italy)

ESTIMATE: Interesting meller will fit into the duallers.

CAST: Lloyd Bridges, Lea Padovani, Aldo Fabrizi, William C. Tubbs, Dino Galvani, Adriano Aborogi, Gianna Rizzo, John Fostini. Produced and directed by W. Lee Wilder.

STORY: A G.I. dealing in the black market in Italy, Lloyd Bridges is sentenced to four years in an army prison. Before he is arrested Bridges buries the money three steps north of a tree he has marked. After serving his term, Bridges, with the aid of John Fostini, smuggles himself back into Italy, and discovers the spot is now the site of a cemetery for American soldiers. When kindly caretaker Aldo Fabrizi sees him, Bridges says that he has come to see his brother's grave. Fostini, anxious for his money, follows Bridges, but is attacked and killed. Bridges, picked up for the killing, is released when his old girl, Lea Padovani, supplies an alibi. A gang headed by American racketeer William Tubbs knows of the money, and Bridges and Padovani decide to get away. Padovani is wounded while getting a passport from Gianna Rizzo, who forces Bridges to dig up the money. The police arrive, and Rizzo is killed. Bridges opens the box only to see that the money is gone. Fabrizi explains that he found it, and used the money to build a chapel. Bridges realizes the money has been well used.

X-RAY: Filmed in Italy with a cast in the main composed of Italians, this has lots of suspense but because of its foreign backgrounds will probably best fit into the duallers. Bridges and others are first-rate, and the musical background, supplied by a guitar, is interesting. The screen play is by W. Lee Wilder. Songs heard include "Torna Puriciniella" and "Scalinatella."

TIP ON BIDDING: Program price.

AD LINES: "'Three Steps North' Was The Last Mile For Some"; "Lloyd Bridges And Exciting Lea Padovani In A Moving, Action-Packed Thriller"; "The Quiet Cemetery Meant Death For Some And Life For Others."

Two Gals and A Guy

COMEDY
69M.

(ELC)

(Arent)

ESTIMATE: Fair entry for the duallers.

CAST: Robert Alda, Janis Paige, James Gleason, Lionel Stander, Arnold Stang, the Three Suns, Linda Preston, Rock Rogers, Morris Lieb, Cecil Clovelly, Myrtle Ferguson, Rhea Scott, Ray Morgan, Lupe Garnica, Patti Crowe. Produced by John W. Arent; directed by Alfred E. Green.

STORY: Robert Alda and wife, Janis Paige, are famous stars of television. Their contract with sponsor Lionel Stander is running out, and, when he comes to renew it, Paige refuses to sign, saying that she just wants to be a housewife, and adopt several children. Stander issues an ultimatum, and gives Paige a deadline, meanwhile insisting that she appear on the two shows left under their old contract. She has a fight with Alda, and refuses. When Alda queers her adoption deal, she leaves him. With only one day left before his next show is scheduled, a double is found for Paige, but the double has little talent. They try to whip her into shape, but the going is rough. As the show goes on, Paige is in the audience, and when the double goes on with Alda, she steps in. They are reunited, and Paige plans having a baby of her own.

X-RAY: A poor story bogs down this entry. There are a few laughs, and while the names might help, this will still wind up on the lower half. The original screen play is by Searle Kramer. Tunes heard include "Laugh And Be Happy", "So Long For Now", "Sunshowers", and "We're Bringing You Tonight."

TIP ON BIDDING: Lowest bracket.

AD LINES: "When Two Gals Get Together With One Guy, The Results Are Unusual To Say The Least"; "That 'Guys And Dolls' Guy, Robert Alda, Is Caught Between Two Gals"; "He Had A Great Future Until One Of The Gals Walked Out On Him."

U-International

Comin' 'Round The Mountain (127)

FARCE
77M.

ESTIMATE: A and C starrer should ride into the better money.

CAST: Bud Abbott, Lou Costello, Dorothy Shay, Kirby Grant, Joe Sawyer, Glenn Strange, Ida Moore, Shay Coogan, Guy Wilkerson, Bob Easton, Slaty Taylor, Marg Hamilton, Russell Simpson. Produced by Howard Christie; directed by Charles Lamont.

STORY: When it appears that Lou Costello, an alleged escape artist who flops in his bow at a New York night club where Dorothy Shay, singer, is the main attraction, is the grandson of a Kentucky hill-billy who was supposed to have hidden untold wealth in the hills, the two, accompanied by their agent, Bud Abbott, go there. This leads to the renewal of an age-old feud with Costello also the target for romantic advances. The windup finds the boys landing in the gold hidden at Fort Knox.

X-RAY: In the usual Abbott and Costello manner, this has the hillbilly angles in addition to the star draw, with the result certain to be satisfactory in the duo's tradition. The addition of Shay brings with it many musical numbers, among them "Agnes Clung", "Why Don't Someone Marry Mary Ann", "Sagebrush Sadie", "You Broke Another Promise", and "You'll Be Another Notch On Father's Shotgun". The story by Robert Lees and Frederic L. Rinaldo allows for the use of the standard routines, and the A and C fans should be satisfied.

TIP ON BIDDING: Good program price.

AD LINES: "The Year's Laughfest"; "There's Laughs In Them There Hills"; "Abbott and Costello Strike A Mine Full Of Laughter In 'Comin' 'Round The Mountain'."

WARNERS

Captain Horatio Hornblower

HISTORICAL
MELODRAMA
117M.

(Color by Technicolor)
(Filmed in England)

ESTIMATE: Topnotch.

CAST: Gregory Peck, Virginia Mayo, Robert Beatty, James R. Justice, Denis O'Dea, M. Kelsall, T. Morgan, Richard Hearne, James Kenney, Ingeborg Wells, Alec Mango. Directed by Raoul Walsh.

STORY: In 1807, with England at war with the French and the Spanish, a frigate commanded by Captain Gregory Peck is in Pacific waters on a secret mission which involves meeting Alec Mango, blood-thirsty Spanish rebel, giving him supplies and guns to keep the Spaniards busy. Mango advises Peck of the presence of a huge Spanish man-of-war, and asks him to capture the vessel for him. Peck does this, and sets out on his other duties. At sea, off the coast of the Spanish-held territory, a small boat pulls alongside, notifies him that the Spanish have joined the British as allies against the French, and that Peck is to recapture Mango's vessel. He also receives an unwanted visitor, Virginia Mayo, and maid, Mayo, sister of the Duke of Wellington, demands passage back to England. The Spanish ship is sunk after a battle, Mayo helps nurse

the wounded. Enroute to England, Mayo is taken ill, and Peck nurses her. They both realize that they are in love, but each has some one waiting. Mayo has an admiral fiancé, Denis O'Dea, and Peck a wife. Back home Peck finds his wife died in childbirth, and that he is father of a boy. Mayo marries O'Dea, to whose squadron Peck is assigned with a new vessel. When French ships slip through the blockade, Peck is assigned to find them, and disables them, losing his own ship. He and his officers are captured, and sent toward Paris to stand trial as pirates but they escape. They find a British vessel idly tied to the shore, effect the rescue of several score British prisoners, and sail for England. Peck, a national hero, learns that O'Dea has been killed in battle, and that Mayo is waiting for him.

X-RAY: This has all the ingredients for a highly successful boxoffice attraction, color, scope, width, and breadth, to say nothing about entertainment galore. The story is thrilling, dealing with the exploits of a popular fictional character, and interest is maintained on high throughout. The cast is very good, the direction and production are in the better class, and the effort shows care. The screen play is by Ivan Goff, Ben Roberts, and Aeneas MacKenzie, based on the novel by C. S. Forester.

TIP ON BIDDING: Higher bracket.

AD LINES: "Thrills And Adventure On The High Seas In The Days Of Old"; "Millions Have Read About His Exploits"; "He Was Able To Ride The Sea Of Adventure And Romance."

Inside The Walls Of Folsom Prison (026)

MELODRAMA
87M.

ESTIMATE: Prison film can be sold to the hilt.

CAST: Steve Cochran, David Brian, Philip Carey, Ted de Corsia, Scott Forbes, Lawrence Tolan, Dick Wesson, Paul Picerni, William Campbell, Dorothy Hart, James Griffith, Edward Norris, Matt Willis, Damian O'Flynn. Produced by Bryan Foy; directed by Crane Wilbur.

STORY: Prior to 1944, when reforms were enacted, Folsom State Prison in California was a miserable place for inmates under warden Ted de Corsia. A break is attempted, and some guards are killed, as are some convicts. The leaders are brutally punished. David Brian, enlightened penologist, arrives, and de Corsia permits him to make some changes, figuring he will discredit himself. Convict Philip Carey, expert in explosives, due to be paroled, starts for town, discovers a would-be escapee in his truck, and warns the guard so that his parole won't be jeopardized. When some of the others learn of this Carey is "accidentally" killed. Brian accuses de Corsia of "murder," and resigns. Convict Steve Cochran decides the time is ripe for a carefully-planned break, but things go wrong, and the escapees are under siege, during which de Corsia is killed. Faced by the militia, most of the convicts surrender, and a dynamite blast kills Cochran and the other holdouts. This brings on the needed reforms.

X-RAY: The seething excitement of imprisoned men, their conflicts, and desires for freedom are well captured; the story is presented in interesting fashion, the cast performs ably, the direction and production are good, and the whole film shapes up as a better than average prison meller. It's not pleasant entertainment but it is forceful, and adults who go for this type of film should put their approval on this entry. This was written by Crane Wilbur. Legion of Decency: "B".

TIP ON BIDDING: Fair program price.

AD LINES: "Murder And Intrigue Are To Be Found 'Inside The Walls Of Folsom

Prison'; "They Wanted Out, And Decided To Let Nothing Stand In Their Way"; "Thrills And Chills 'Inside The Walls Of Folsom Prison'."

Jim Thorpe—All American

BIOGRAPHICAL
DRAMA
107M.

ESTIMATE: Should land in the better money.

CAST: Burt Lancaster, Charles Bickford, Steve Cochran, Phyllis Thaxter, Dick Wesson, Jack Big Head, Suni Warcloud, Al Mejia, Hubie Kerns, Nestor Paiva and Jimmy Moss. Produced by Everett Freeman; directed by Michael Curtiz.

STORY: When Burt "Jim Thorpe" Lancaster was a youngster on the Indian reservation, he always preferred the outdoors, but his father convinces him that going to school is a must. Lancaster enters the Carlisle Indian School in Pennsylvania, and shows coach Charles "Glenn Warner" Bickford that he can beat anyone in track events. He helps put his school on top in athletic competition. Later he meets another student at the school, Phyllis Thaxter, and falls in love with her. When the football season rolls around, Lancaster leads the school to unthought-of victories. He hopes to get a coaching job but it eludes him. He enters the 1912 Olympic Games wins both the pentathlon and the decathlon, and returns home a national hero, and marries Thaxter. Then his one summer spent playing semi-pro baseball is discovered, and he is ordered to return the trophies, and his name is stricken from the records. Too proud to accept a job as assistant to Bickford, Lancaster turns to professional baseball, but soon quits this. Next he goes to professional football. Lancaster is positive that his only son will become a great athlete, and he starts training him early. The lad then becomes ill, and dies. Lancaster quarrels with Thaxter, takes to drink, and starts the fall down the ladder of success. He manages to run into Bickford, who again offers him a job as his assistant, but is again turned down. Bickford persuades him to attend the 1932 Olympics in Los Angeles, and this, plus accidentally being asked by a group of youngsters to help them whip their football team together, shows him that his future should concern itself with helping others.

X-RAY: There is an interesting story to be found in this biographical drama, one that makes for absorbing and at times exciting screen fare. The whole show is well-played and well directed, and produced so that the utmost in talent is set forth. Sports enthusiasts should especially love it. For the femmes, there is a touching love story, and there seems to be something for everyone in the audience. Lancaster does a fine job in the title role, and the name of Jim Thorpe should still mean something boxofficewise. The screen play is by Douglas Morrow and Everett Freeman and the screen story is by Morrow and Vincent X. Flaherty, based on the biography by Russell Birdwell, in collaboration with Thorpe.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Great American Athlete—His Life And His Story"; "There Never Was A Man Like 'Jim Thorpe—All American'"; "He Had Two Loves—His Family And His Sports."

Strangers On A Train (027)

MELODRAMA
101M.

ESTIMATE: Top flight meller.

CAST: Farley Granger, Ruth Roman, Robert Walker, Leo G. Carroll, Patricia Hitchcock, Laura Elliot, Marion Lorne, Jonathan Hale, Howard St. John. Produced and directed by Alfred Hitchcock.

STORY: On a Washington to New York train, tennis player Farley Granger is

forced into conversation by stranger Robert Walker, who knows all about Granger, his romance with Senator Leo G. Carroll's daughter, Ruth Roman, and his hopes of getting a divorce from his wife, Laura Elliot. Walker hates his father, and suggests that they make a deal where Walker kills Elliot and Granger kills Walker's father, Johnathan Hale. The horrified Granger leaves, and forgets his cigarette lighter. Granger visits Elliot, and she refuses to give him a divorce. The next day, Walker follows Elliot in an amusement park, and strangles her. He then goes to Granger, and asks him to go through with the agreement. Afraid to tell the police, Granger is suspected. Walker follows him around asking when he will kill his father. When Walker is convinced that Granger won't kill Hale he says he will plant Granger's lighter at the scene of the killing. Granger eludes the police, and follows Walker to the amusement park. The two have a terrific battle on a run-away merry-go-round that topples when the brakes are applied, and a boatman recognizes the dying Walker as the killer, clearing Granger.

X-RAY: A good cast and only an interesting script have been molded into a thrilling, engrossing melodrama by the directing genius of Alfred Hitchcock. Building suspense from the very outset, this works up to an emotional pitch. Turning in one of his best performances, Walker is completely convincing as the insane killer, and the highlight of the film is the wild merry-go-round battle. With a cast that has plenty of pull, this should be good news at the boxoffice. Legion of Decency "B". The screen play is by Raymond Chandler and Czenzi Ormonde.

TIP ON BIDDING: Higher bracket.

AD LINES: "A Film With The Punch Of A Locomotive"; "Farley Granger And Ruth Roman In The Thriller-Chiller Of The Year"; "This Will Leave You Limp With Excitement."

A Streetcar Named Desire

MELODRAMA
125M.

ESTIMATE: Vivid picturization of stage hit is packed with selling angles.

CAST: Vivien Leigh, Marlon Brando, Kim Hunter, Karl Malden, Rudy Bond, Nick Dennis, Peg Hillias, Wright King, Richard Garrick. Produced by Charles K. Feldman; directed by Elia Kazan in New Orleans.

STORY: Getting off the streetcar named Desire Vivien Leigh goes to the shabby flat of her sister, Kim Hunter, and her husband, Marlon Brando. Hunter listens to Leigh's story of how she lost the family plantation and her teaching job because of broken nerves. Brando dislikes Leigh's delicate airs, and is suspicious of her story. As time passes the tension between the neurotic Leigh and Brando increase. Leigh meets one of Brando's friends, Karl Malden, and the two become interested in one another. Meanwhile, Brando has been hearing reports about Leigh's immoral activities in another town. When Malden asks Leigh to marry him, she is ecstatic, and for the first time appears normal. Brando tells Malden what he knows about Leigh, and the two fight. When Malden doesn't show up for her birthday party, and Brando gives her a train ticket as his present, Leigh is crushed. In the midst of a quarrel, Brando has to take Hunter to the hospital to have a baby. Malden storms in, and tells Leigh all he learned about her, and then tries to attack her, but she scares him off. Brando returns to the now drunk Leigh, who tells him she is leaving soon. Brando suddenly turns on Leigh and overpowers her. Her mind completely gone, Leigh is taken away.

X-RAY: A challenge for the merchandisers, this film version of the stage hit sees all the sordidness, brutality, and force

of the legitimate show captured, and often heightened, with the result an adult film bound to create plenty of comment in the metropolitan centers, where the better type of drama is appreciated. Never a pretty story, this is a stark and revealing study of a decaying mind and man's cruel animal instincts. Leigh gives a memorable performance as the neurotic girl, and Brando repeats his triumph in the role he created on Broadway. The brilliant directing of Elia Kazan also is a high spot. From an artistic point of view, this is high rating. However, because of its theme, it will have to be handled with special attention in the smaller towns. The screen play is by Tennessee Williams.

TIP ON BIDDING: Higher bracket.

AD LINES: "All The Force And Power Of The Pulitzer Prize Play Now Brought To The Screen"; "Marlon Brando and Vivien Leigh In A Film That Will Shock And Thrill You"; "A Daring And Powerful Play Made Into A Picture You Can't Afford To Miss."

The Shorts Parade

TWO REEL

Documentary

MOROCCAN OUTPOST. 20th Century-Fox—The March Of Time. Vol. 14, No. 4. 17m. This latest series offering deals with present day conditions in French Morocco. Pointing out Morocco's vital importance as an air base, the subject then makes a political and economic survey of the ancient Moslem land. Seeing that other Moslem nations have gained independence, many Moroccan leaders are fighting for national freedom. However, with present international tensions, it seems very unlikely that the French will yield. Moroccan defenses are being built up, and manned, by American-supplied French troops. **GOOD.**

Musical

TERESA BREWER AND THE FIREHOUSE FIVE PLUS TWO. U-International—Name Band Musical. 16m. Dressed in appropriate uniforms, the Firehouse Five Plus Two opens with a Dixie version of "Everybody Loves My Baby." Harmonica speedster Leo Diamond comes on for a two-harmonica rendition of the "Johnson Rag," and one of the pioneers in playing jazz on the violin, Joe Venuti, gives his interpretation of the "Hot Canary." Using a slack bow, he makes the fiddle sizzle with "Fantasy In Blue." A couple of loose-limbed dancers, the Mercer Brothers, perform to "When You Bump Into Someone You Know," and closing shot is held by Teresa Brewer, who presents "Music, Music, Music" and "Ol' Man Mose." **GOOD.** (6310).

Color Novelty

HUNTING THE HARD WAY. Warners—Classics of the Screen. 16m. Howard Hill, with bow and arrow, shows his prowess, and then cougar hunting becomes the order of the day, with some cowboys capturing some in their own manner. Hill comes in at the finish to put the mountain lion out of commission. **GOOD.** (7105).

ONE REEL

Color Cartoon

AS THE CROW FLIES. Paramount—Noveltoon. 6m. Buzzy, the crow, is about to be eaten by a cat with hiccoughs when he thinks of some remedies to stop the attack. None of them works, and the windup finds the cat going to a cat's heaven, all nine lives of him. **FAIR.** (P10-8).

DOUBLE CROSS COUNTRY RACE. Paramount-Popeye. 7m. Despite the trickery of his opponent, Popeye manages to win the cross country race, primarily because his ailing motor benefits from spinach, and rushes across the line a winner. **FAIR.** (E10-7).

LITTLE ROQUEFORT IN SEASICK SAILORS. 20th - Fox — Terrytoons. 7m. Little Roquefort, the mouse, tired of being chased by the cat, decides to go via liner to Hawaii but the cat, knowing Roquefort is his only reason for being kept in the house, tries to block his departure amidst the usual chases, etc. **FAIR.** (5115).

SLING SHOT 678. U-International—Walter Lantz Technicolor Cartune. 7m. Woody Woodpecker comes into a western village, and sees that a shooting contest with a prize of \$1,000 is in progress. Since the contest is open to all types of weapons, Woody fashions a sling-shot, and joins the firing line. It soon becomes a battle between Woody and Buzz Buzzard, who is using a bow and arrow. After a series of weird shots, Woody comes out victorious, and lugs away his prize money. **FAIR.** (6354).

TEST PILOT DONALD. RKO—Walt Disney. 7m. Donald is enjoying himself flying a model jet plane. In a nearby tree, two chipmunks, Chip 'n' Dale, watch, and when the plane gets caught in the tree, Dale accidentally starts the plane. After a series of wild dives Donald finally retrieves the plane only to find Dale. A chase begins, and ends with Donald revolving around a flag pole as the chipmunks go to bed. **GOOD.** (14115).

TO BOO OR NOT TO BOO. Paramount—Casper Cartoons in Technicolor. 8m. Meek Casper, a young ghost is glum because people will have nothing to do with him despite his reading "How To Win Friends And Influence People." This is especially true on Hallowe'en. As soon as children and oldsters find out he is a real ghost, they run away from him. All ends well, however, when he finally meets a cute little girl ghost at a barn dance. **GOOD.** (B10-4).

Musical

HILLY BILLY. U-International—Cartoon Melody. 10m. This uses three songs with a hillbilly flavor, and the King's Men sing. Heard are: "Trail Of The Lonesome Pine", "Comin' 'Round The Mountain", and "For He's A Jolly Good Fellow." **FAIR.** (6386).

MUSICAL MEMORIES. Warners—Hit Parade of the Gay Nineties. 9m. Popular vaudeville melodies from the 1890's to the 1920's are revived in a nostalgic manner by a male quartet and female trio, presented in settings and costumes of the various periods. **GOOD.** (7806).

READIN', 'RITIN', AND 'RITHMETIC. U-International—Cartoon Melody. 10m. With the King's Men supplying the singing, this presents old-time songs. Heard are "School Days", "Let Me Call You Sweetheart", and "Three Blind Mice." This is one of the better prepared and imaginative offerings in this series. **GOOD.** (6385).

Novelty

FLORIDA COWHANDS. RKO—Screenliners. 9m. Although not generally known, Florida is also the 12th largest beef-producing area in the country, and the camera ranges over the leading ranches in the state. Cattle thrive on citrus waste products such as rinds and pulp, which is easily obtained from Florida's great citrus industry, where there are ranches. There are cowboys and the Florida cowhands. **GOOD.** (14210).

(Continued on page 3099)

Alphabetical Guide

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ON THE RIVIERA—90m.—20th-Fox	3063	SANTA FE—87½m.—Columbia	3069	13TH LETTER, THE—85m.—20th-Fox	3018
ONE MINUTE TO TWELVE—78m.—UA (ELC)	3009	SAVAGE DRUMS—72m.—Lippert	3093	3 DESPERATE MEN—71m.—Lippert	3018
ONE TOO MANY—105m.—Hallmark	2997	SCARF, THE—87m.—UA	3049	THREE GUYS NAMED MIKE—90m.—MGM	3025
ONLY THE VALIANT—105m.—Warners	3040	SEALED CARGO—90m.—RKO	3065	THREE HUSBANDS—78m.—UA	2963
OPERATION DISASTER—100m.—U-I	3010	SECOND FACE, THE—77m.—UA (ELC)	2993	THREE SECRETS—98m.—Warners	2930
OPERATION PACIFIC—109m.—Warners	3011	SECOND WOMAN, THE—90m.—UA	3019	THREE STEPS NORTH—85m.—UA	3096
OPERATION X—79m.—Columbia	3001	SECRET 8RIGADE, THE—78m.—Artkino	3055	THUNDER IN GOD'S COUNTRY—67m.—Republic	3062
ORPHEUS—94m.—Discina	2951	SECRET OF MAYERLING, THE—97m.—Hakim	3079	THUNDERHEAD, SON OF FLICKA—78m.—20th-Fox	3095
OUR DAILY BREAD—102m.—Central Cinema	2964	SECRETS OF NATURE—80m.—Oxford	2942	TO PLEASE A LADY—92m.—MGM	2948
OUR VERY OWN—93m.—RKO	2927	SEPTEMBER AFFAIR—104m.—Paramount	2956	TOAST OF NEW ORLEANS, THE—96m.—MGM	2924
OUTLAW GOLD—51m.—Monogram	2979	SEVEN DAYS TO NOON—93m.—Mayer-Kingsley	3020	TOKYO FILE 212—84m.—RKO	3062
OUTLAWS OF TEXAS—56m.—Monogram	2998	SHAKEDOWN—80m.—U-I	2928	TOMAHAWK—82m.—U-I	3011
OUTRAGE—75m.—RKO	2927	SHORT GRASS—83m.—Allied Artists	3001	TONY DRAWS A HORSE—90m.—Fine Arts	3087
OUTSIDER, THE—95m.—Ballantine	2973	SHOW 8OAT—107m.—MGM	3094	TOUGHER THEY COME, THE—69m.—Columbia	2977
P		SIERRA PASSAGE—81½m.—Monogram	3001	TRAIL OF ROBIN HOOD—67m.—Republic	2995
PAGAN LOVE SONG—76m.—MGM	3001	SILVER CANYON—70m.—Columbia	3093	TRAIN TO TOMBSTONE—57m.—Lippert	2978
PAINTED HILLS, THE—68m.—MGM	3046	SILVER CITY BONANZA—67m.—Republic	3039	TREASURE, THE—102m.—Pol-Ton	3064
PANCHO VILLA RETURNS—95m.—Hispano Continental	2964	SILVER RAIDERS—55m.—Monogram	2940	TREASURE ISLAND—96m.—RKO	2927
PAPER GALLOWS—68m.—UA (ELC)	2969	SIN OF ESTHER WATERS—69m.—Bell	3086	TREASURED EARTH—100m.—Artkino	3003
PARIS 1900—78m.—Mayer-Kingsley	2973	SINNERS, THE—107m.—Lopert	2984	TRIO—91m.—Paramount	2941
PARIS WALTZ, THE—92m.—Lux	2930	SIROCCO—98m.—Columbia	3088	TRY AND GET ME—see Sound Of Fury, The	
PASSAGE WEST—80m.—Paramount	3086	SKIPALONG ROSENBLOOM—73m.—UA (ELC)	3033	TRIPOLI—95m.—Paramount	2949
PAYMENT ON DEMAND—90m.—RKO	3034	SLEEPING CITY, THE—85m.—U-I	2928	TWO FLAGS WEST—92m.—20th-Fox	2952
PIER 23—57m.—Lippert	3077	SMOKY—87m.—20th-Fox	3095	TWO GALS AND A GUY—69m.—UA	3096
PINK STRING AND SEALING WAX—75m.—Pentagon	2951	SMUGGLER'S GOLD—63m.—Columbia	3069	TWO LOST WORLDS—63m.—UA (ELC)	2978
PRAIRIE ROUNDUP—53m.—Columbia	3017	SMUGGLER'S ISLAND—75m.—U-I	3063	TWO OF A KIND—75m.—Columbia	3093
PREHISTORIC WOMEN—74m.—UA (ELC)	2993	SNAKE RIVER DESPERADOES—55m.—Columbia	3077	TWO ORPHANS, THE—92m.—Globe	2984
PRELUDE TO FAME—84½m.—U-I	2975	SO LONG AT THE FAIR—85m.—UA (ELC)	3017	TWO WEEKS WITH LOVE—92m.—MGM	2955
PRETTY 8A8Y—92m.—Warners	2929	SOLDIERS THREE—92m.—MGM	3046	U	
PRIDE OF MARYLAND—60m.—Republic	3010	SONG OF MY HEART—86m.—Crown	3012	UNDER MEXICALI STARS—67m.—Republic	2981
PRINCE WHO WAS A THIEF, THE—88m.—U-I	3086	SOUND OF FURY, THE— (Try And Get Me)—92m.—UA	2982	UNDER THE GUN—83m.—U-I	2998
PRISONERS IN PETTICOATS—60m.—Republic	2941	SOUTHSIDE 1-1000—73m.—Allied Artists	2956	UNDER SUNNY SKIES—86m.—Artkino	3012
PROWLER, THE—92m.—UA	3071	SOUVENIR—100m.—Pathe Cinema	2958	UNDERCOVER GIRL—82m.—U-I	2963
PYGMY ISLAND—69m.—Columbia	2969	SPOILERS OF THE PLAINS—68m.—Republic	3027	UNION STATION—80m.—Paramount	2926
Q		STAGE TO TUSCON—82m.—Columbia	2993	UP FRONT—90m.—U-I	3039
QUEBEC—85m.—Paramount	3041	STATE SECRET (The Great Manhunt)—97½m.—Col	2947	UP IN ARMS—105m.—RKO	3053
QUEEN FOR A DAY—107m.—UA	3050	STEEL HELMET, THE—86m.—Lippert	3009	U.S.S. TEAKETTLE (You're In The Navy Now)—93m.—20th-Fox	3039
R		STOP THAT CA8—56m.—Lippert	3066	V	
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961	STORM WARNING—91m.—Warners	2999	VALENTINO—105m.—Columbia	3029
RATON PASS—84m.—Warners	3035	STRANGERS ON A TRAIN—101m.—Warners	3097	VATICAN, THE—38m.—Columbia	2940
RATS OF TOBRUK, THE—85m.—Renown	3091	STREETCAR NAMED DESIRE, A—125m.—Warners	3098	VENDETTA—84m.—RKO	2980
RAWHIDE—86m.—20th-Fox	3039	STRIPEASE MURDER CASE—40m.—Classic	2931	VENGENCE VALLEY—82m.—MGM	3026
RED ANGEL, THE—97m.—Spalter	2984	SUGARFOOT—80m.—Warners	3022	VICTORS AND THE VANQUISHED, THE—76m.—Artkino	3064
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998	SUICIDE ATTACK—65m.—Florea	3066	VIENNA ART TREASURES—40m.—National Film	2984
REDWOOD FOREST TRAIL—67m.—Republic	2941	SUN SETS AT DAWN, THE—72m.—UA (ELC)	2969	VIRGINIA CITY—121m.—Warners	3048
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924	SUNSET IN THE WEST—67m.—Republic	2949	W	
REVENUE AGENT—71½m.—Columbia	2993	SURRENDER—91m.—Republic	2949	WALK SOFTLY STRANGER—80m.—RKO	2928
RHYTHM INN—73m.—Monogram	3026	SWORD OF MONTE CRISTO, THE—80m.—20th-Fox	3042	WARPATH—95m.—Paramount	3088
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025	SYLVIE AND THE PHANTOM—85m.—Discina	2958	WATCH THE BIRDIE—71m.—MGM	2978
RIO GRANDE—105m.—Republic	2963	T		WAYS OF LOVE—121m.—Burstyn	3003
RIO GRANDE PATROL—60m.—RKO	2970	TAKE CARE OF MY LITTLE GIRL—93m.—20th-Fox	3095	WEINER BLUT—83m.—Films International	3049
RIPTIDE—75m.—Films International	3064	TALES OF HOFFMANN, THE—134m.—Lopert	3059	WELLS FARGO GUNMASTER—60m.—Republic	3078
RIVALS, THE—40m.—Artkino	3064	TALES OF THE WEST (No. 2)—50m.—U-I	2957	WEST POINT STORY, THE—107m.—Warners	2971
ROARING CITY—61m.—Lippert	3077	TALES OF THE WEST (No. 3)—53m.—U-I	2996	WHEN I GROW UP—90m.—UA-ELC	3058
ROCKY MOUNTAIN—83m.—Warners	2950	TALES OF THE WEST (No. 4)—54m.—U-I	3011	WHEN THE REDSKINS RODE—78m.—Columbia	3077
ROGUE RIVER—82m.—UA-ELC	2977	TAMING OF DOROTHY, THE—75m.—UA (ELC)	2978	WHEN YOU'RE SMILING—75m.—Columbia	2923
ROOKIE FIREMAN—63m.—Columbia	2923	TARGET UNKNOWN—90m.—U-I	3019	WHIRLWIND—70m.—Columbia	3053
ROUGH RIDERS OF DURANGO—60m.—Republic	3027	TARZAN AND THE AMAZONS—76m.—RKO	2995	WICKED CITY, THE—75m.—UA (ELC)	2994
ROYAL WEDDING—92m.—MGM	3025	TARZAN AND THE LEOPARD WOMAN—72m.—RKO	2995	WOMAN ON THE RUN—77m.—U-I	2950
RUSTLERS ON HORSEBACK—60m.—Republic	2970	TARZAN'S PERIL—79m.—RKO	3046	WONDERFUL TIMES—86m.—Academy	3072
S		TEA FOR TWO—98m.—Warners	2929	WYOMING MAIL—86m.—U-I	2950
ST. BENNY THE DIP—81m.—UA	3096	TERESA—105m.—MGM	3033	Y	
SADDLE LEGION—60m.—RKO	3051	TEXAN MEETS CALAMITY JANE, THE—71m.—Col	2959	YANK IN KOREA, A—73m.—Columbia	3029
SAMSON AND DELILAH—128m.—Paramount	3010	TEXANS NEVER CRY—66m.—Columbia	3040	YOU CAN'T FOOL AN IRISHMAN—69m.—Bell	2931
SAN QUENTIN—70m.—Warners	2929	TEXAS RANGERS, THE—68m.—Columbia	3085	YOUNG GUARD—134m.—Artkino	3080
		THAT'S MY BOY—98m.—Paramount	3094	YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle	
		THEY GOT ME COVERED—94m.—RKO	3053		
		THEY WERE NOT DIVIDED—90m.—UA (ELC)	3037		
		THING FROM ANOTHER WORLD, THE—87m.—RKO	3056		
		THIRD TIME LUCKY—91m.—Pentagon	2952		

The Shorts Parade

(Continued from page 3098)

Color Sports

THE BIRDS AND THE BEASTS WERE THERE. Warners—Sports Parade. 10m. Exotic tropical birds at a Florida bird farm perform and parade their plumage before the Technicolor camera, and monkeys housed in a neighboring "monkey jungle," where the animals are permitted to play about uncaged, cut some mildly amusing simian capers in this routine issue. FAIR. (7508).

Sports

TED WILLIAMS. RKO—Sportscopes. 8m. Ted Williams is shown at spring training, and the slow motion camera studies his batting stance and powerful swing. Williams is then seen at his favorite pastime, fishing. The viewer is then taken with the slugger on a typical day during the season, ending with Williams hitting a home run. GOOD. (14310).

Color Travel

ROMANTIC RIVIERA. MGM—Fitzpatrick Traveltalks. 8½m. The Technicolor camera covers the French cities of the Riviera, with the natives, customs, beautiful spots, and other angles highlighted. FAIR. (P-216).

Too Late To Classify

Feature

The Flame Of Paris

DRAMA
WITH MUSIC
60M.

(Hoffberg)

(French-made) (English titles)

ESTIMATE: Josephine Baker's current popularity should help import.

CAST: Josephine Baker, Albert Prejean, Robert Arroux, Germaine Aussey, Georges Pecllet, Jean Galland. Directed by Edmond T. Greville.

STORY: Albert Prejean, in Tunisia to gather material for a book, becomes interested in Josephine Baker, a street gamin, and decides to attempt to mould her into a lady, and introduce her to Paris society as a princess. In Paris, Prejean's wife, Germaine Aussey, is having an affair with Jean Galland, an Indian maharajah. Prejean and Baker return to Paris, where she is introduced as a princess. Aussey, jealous, induces Galland to arrange a lavish carnival in Baker's honor, hoping she will humiliate herself. Baker captivates the guests. Aussey flees in a car, but Prejean follows her, and effects a reconciliation. Galland, who has penetrated

Baker's disguise, advises her to return to her native land with her lover, Georges Pecllet.

X-RAY: This film of obvious vintage was formerly known as "Princess Tam-Tam," French-made, in both Tunisia and France, and with English titles. It was a showcase for Baker's talents as a singer and dancer, and is evidently being issued at this time to cash in on her current popularity.

AD LINES: "The Sensation Of Two Continents—Josephine Baker—In A Screen Success"; "A Novel Twist On The 'Pygmalion' Story"; "A Grand Hoax On French Society Backfires Due To The Charm And Artistry Of Josephine Baker, The Fraudulent Princess."

Shorts

LOCAL GOVERNMENT IN PICTURES. British Information Service. 11m. This presents the growth of local government in England, using Norwich as the model. The story is told with paintings, drawings, and cartoons. Starting some thousand years ago, the viewer is shown how the various organs of local government evolved, the abuses, and reforms. Today, most of the functions have been concentrated in the Ministry of Health. Although this entry is informative, it is given a rather dull treatment and lacks movement. FAIR.

ALPHABETICAL GUIDE

To 498 Features Reviewed Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

A

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ACE IN THE HOLE—112m.—Paramount	3070
ACROSS THE BADLANDS—55m.—Columbia	2939
AIR CADET—94m.—U-I	3034
AL JENNINGS OF OKLAHOMA—79m.—Columbia	3017
ALCATRAZ ISLAND—64m.—Warners	2929
ALL ABOUT EVE—138m.—20th-Fox	2932
ALONG THE GREAT DIVIDE—88m.—Warners	3072
AMERICAN GUERRILLA IN THE PHILIPPINES—105m.—20th-Fox	2971
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BANDIT QUEEN—69m.—Lippert	2994
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BELLE LE GRAND—91m.—Republic	3034
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BETWEEN MIDNIGHT AND DAWN—89m.—Columbia	2939
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BIRD OF PARADISE—100m.—20th-Fox	3041
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BLAZING SUN, THE—70m.—Columbia	2961
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BLUE LAMP, THE—84m.—UA-ELC	3017
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C

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CALL OF THE KLONDIKE—66m.—Monogram	2995
CANYON RAIDERS—53m.—Monogram	3085
CAPTAIN HORATIO HORNBLLOWER—117m.—Warners	3097
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CATTLE QUEEN—69m.—UA (ELC)	3029
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EUREKA STOCKADE (Massacre Hill)—102½m.—Pent.	2942
EXCHANGE GIRL—83m.—Films International	3048
EXCUSE MY DUST—82m.—MGM	3085
EXPERIMENT ALCATRAZ—58m.—RKO	2980

F

FABIOLA—96m.—UA	3071
FACE TO THE WIND—85m.—Lafayette	3019
FANCY PANTS—92m.—Paramount	2925
FAREWELL TO YESTERDAY—90m.—20th-Fox	2942
FAT MAN, THE—77m.—U-I	3054
FATHER TAKES THE AIR—61m.—Monogram	3088
FATHER'S LITTLE DIVIDEND—81m.—MGM	3033
FATHER'S WILD GAME—61m.—Monogram	2978
FIGHTING COAST GUARD—86m.—Republic	3071
FILM WITHOUT A NAME—75m.—Oxford	2972
FINGERPRINTS DON'T LIE—54m.—Lippert	3037
FIRST FRONT—77m.—Artkino	3063
FIRST LEGION, THE—86m.—UA	3065
FIVE—91m.—Columbia	3061
FLAME OF PARIS, THE—60m.—Hoffberg	3099
FLAME OF STAMBOUL—68m.—Columbia	3041
FLAMING HEARTS—67m.—Cosmopolitan	2957
FLESH WILL SURRENDER—96m.—Lux	2958
FLYING MISSILE, THE—92m.—Columbia	3004
FOLLOW THE SUN—90m.—20th-Fox	3047
FOOTLIGHT VARIETIES—61m.—RKO	3050
FOR HEAVEN'S SAKE—92m.—20th-Fox	2981
FOR THEM THAT TRESPASS—93m.—Stratford	2951
FORT SAVAGE RAIDERS—54m.—Columbia	3045
FORT WORTH—80m.—Warners	3078
FOUR IN A JEEP—97m.—UA	3096
FOURTEEN HOURS—92m.—20th-Fox	3041
FRANCIS GOES TO THE RACES—87m.—U-I	3081
FRENCHIE—81m.—U-I	2982
FRISCO TORNADO—60m.—Republic	2941
FROGMEN, THE—96m.—20th-Fox	3095
FULLER BRUSH GIRL, THE—85m.—Columbia	2939
FURIES, THE—109m.—Paramount	2879
FURY OF THE CONGO—69m.—Columbia	3033

G

GAMBLING HOUSE—80m.—RKO	3004
GASOLINE ALLEY—77m.—Columbia	3013
GENE AUTRY AND THE MOUNTIES—70m.—Columbia	3017
GHOST CHASERS—68m.—Monogram	3078
GLASS MENAGERIE, THE—107m.—Warners	2942
GO FOR BROKE—92m.—MGM	3050
GOD NEEDS MEN—95m.—AFE	3055
GOLDBERGS, THE (Molly)—82½m.—Paramount	2979
GOLDEN SALAMANDER—96m.—UA (ELC)	2986
GOODBYE, MY FANCY—107m.—Warners	3055
GREAT CARUSO, THE—109m.—MGM	3061
GREAT MANHUNT, THE—see State Secret	
GREAT MISSOURI RAID, THE—85m.—Paramount	2979
GROOM WORE SPURS, THE—81m.—U-I	3027
GROUNDS FOR MARRIAGE—91m.—MGM	2994
GUNFIRE—59m.—Lippert	2961
GUNPLAY—61m.—RKO	3062
GUY WHO CAME BACK, THE—91m.—20th-Fox	3089
GYPSY FURY—94m.—Monogram	3026

H

HALF ANGEL—77m.—20th-Fox	3054
HALLS OF MONTEZUMA—113m.—20th-Fox	2996
HAMLET—153m.—U-I	2957
HAPPIEST DAYS OF YOUR LIFE, THE—81m.—London	2953
HAPPY GO LOVELY—87½m.—RKO	3094
HARD, FAST AND BEAUTIFUL—76m.—RKO	3089
HARLEM FOLLIES—46m.—Classic	2931
HARRIET CRAIG—94m.—Columbia	2961
HARVEY—104m.—U-I	2959
HEADLINE—76m.—English	3020
HEART OF THE ROCKIES—67m.—Republic	3054
HER FIRST ROMANCE—73m.—Columbia	3069
HERE COME THE HUGGETS—80m.—Pentagon	3011
HE RAN ALL THE WAY—77m.—UA	3096
HE'S A COCKEYED WONDER—77m.—Columbia	2961
HIDDEN CITY, THE—71m.—Monogram	2956
HIDDEN RIVER—98m.—Clasa-Mohme	2997
HIGHWAY 301—83m.—Warners	2983
HILLS OF IRELAND—60m.—World Travel	3051
HIT PARADE OF 1951—85m.—Republic	2963
HOBOS IN PARADISE—84m.—Distinguished	2951
HOLIDAY RHYTHM—60-70m.—Lippert	2955
HOLLYWOOD PEEP SHOW—80m.—Roadshow Att.	3049
HOLLYWOOD STORY—77m.—U-I	3078
HOLY YEAR AT THE VATICAN—66m.—Astor	2939
HOME TOWN STORY—61m.—MGM	3069
HORSEMEN, THE—100m.—Artkino	3027
HOUSE ON TELEGRAPH HILL, THE—93m.—20th-Fox	3039
HOT ROD—61m.—Monogram	2955
HUE AND CRY—82m.—Fine Arts	2997
HUNT THE MAN DOWN—68m.—RKO	3004

I

I CAN GET IT FOR YOU WHOLESALE—90m.—20th-Fox	3047
I KILLED GERONIMO—61m.—UA-ELC	2955
I SHOT BILLY THE KID—57m.—Lippert	2923
I WAS A COMMUNIST FOR THE F.B.I.—83m.—Warners	3072
I WAS AN AMERICAN SPY—86m.—Allied Artists	3053
I'D CLIMB THE HIGHEST MOUNTAIN—88m.—20th-Fox	3010
IGNACE—78m.—MPSC	2951
I'LL GET BY—82m.—20th-Fox	2949
IN OLD AMARILLO—67m.—Republic	3081
INDIAN TERRITORY—70m.—Columbia	2923
INHERITANCE, THE—90m.—Fine Arts	3020
INSIDE STRAIGHT—87m.—MGM	3038
INSIDE THE WALLS OF FOLSOM PRISON—87m.—WB	3097
INSURANCE INVESTIGATOR—60m.—Republic	3050
INTERNATIONAL BURLESQUE—80m.—Jewel	2973
IT'S HARD TO BE GOOD—87m.—Pentagon	3004

J

JACKPOT, THE—86m.—20th-Fox	2949
JACQUELINE MISBEHAVES—70m.—Regal	3020
JIM THORPE, ALL AMERICAN—107m.—Warners	3097
JOAN OF ARC—118m.—RKO	2956
JOE PALOOKA IN THE SQUARED CIRCLE—63m.—Mon.	2970
JOSEPH SCHMIDT STORY, THE—76m.—Arthur Davis	3055
JUNGLE HEADHUNTERS—66m.—RKO	3070

K

KANGAROO KID, THE—73m.—UA (ELC)	2947
KANSAS RAIDERS—80m.—U-I	2982
KATIE DID IT—81m.—U-I	3059
KEFAUVER CRIME INVESTIGATION, THE—52m.—20th-Fox	3054
KENTUCKY JUBILEE—70m.—Lippert	3093
KILLER THAT STALKED NEW YORK, THE—78m.—Col.	2977
KIM—113m.—MGM	2994
KING OF THE BULLWHIP—60m.—Western Adventure	2997
KING OF THE WILD HORSES—66m.—Columbia	3045
KING SOLOMON'S MINES—102m.—MGM	2940
KON-TIKI—73m.—RKO	3050
KOREA PATROL—57m.—UA (ELC)	2999
KRAKATIT—102m.—Artkino	3079

L

LADY PANAME—97m.—Discina	3048
LADY TAKES A CHANCE, A—87m.—RKO	2980
L'AFFAIRE—87m.—International Film	2983
LAST HOLIDAY—88m.—Stratford	2972
LAST ILLUSION, THE—89m.—Films International	3055
LAST OF THE BUCCANEERS—79m.—Columbia	2947
LAW OF THE BADLANDS—60m.—RKO	3002
LAW OF THE PANHANDLE—55m.—Monogram	2948
LAST OUTPOST, THE—89m.—Paramount	3062
LEMON DROP KID, THE—91m.—Paramount	3046
LET'S DANCE—112m.—Paramount	2925
LIEUTENANT CRAIG—MISSING—85m.—Lux	3089
LIFE OF HER OWN, A—107m.—MGM	2924
LIGHTNING GUNS—55m.—Columbia	2993
LIGHTNING STRIKES TWICE—91m.—Warners	3034
LION HUNTERS, THE—72m.—Monogram	3053
LITTLE BALLERINA—60m.—U-I	3047
LITTLE BIG HORN—85m.—Lippert	3085
LONELY HEARTS BANDITS—60m.—Republic	2928
LONG DARK HALL, THE—86m.—UA (ELC)	3037
LOOK BEFORE YOU LOVE—96m.—Bell	2972
LORNA DOONE—84m.—Columbia	3088
LOST PEOPLE, THE—89m.—Pentagon	2951
LOVERS OF VERONA, THE—90m.—Souvaine Selective	3051
LUCKY NICK CAIN—87m.—20th-Fox	3029
LULLABY OF BROADWAY—92m.—Warners	3048

M

"M"—88m.—Columbia	3037
MA AND PA KETTLE BACK ON THE FARM—81m.—U-I	3047
MACBETH—85m.—Republic	2957
MAD QUEEN, THE—107m.—Azteca	2964
MAD WEDNESDAY—77m.—RKO	2962
MADEIRA—99m.—U-I	2934
MADNESS OF THE HEART—67m.—90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN FROM PLANET X, THE—70m.—UA	3054
MAN FROM SONORA—54m.—Monogram	3061
MAN WHO CHEATED HIMSELF, THE—81m.—20th-Fox	3002
MAN WITH MY FACE, THE—79m.—UA	3081
MANON—91m.—Discina	3003
MARRIAGE OF FIGARO—87m.—Central Cinema	2972
MASK OF THE DRAGON—54m.—Lippert	3045
MASSACRE HILL—see Eureka Stockade	
MATING SEASON, THE—101m.—Paramount	3009
MATTER OF MURDER, A—52m.—Hoffberg	2973
METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MILLION DOLLAR PURSUIT—60m.—Republic	3086
MINIVER STORY, THE—104m.—MGM	2948
MINNE—82m.—Hakim	3075
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER BOB—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—UA (ELC)	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
MR. IMPERIUM—87m.—MGM	3078
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926
MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—UA (ELC)	3025
MY FORBIDDEN PAST—70m.—RKO	3046
MY FRIEND FLICKA—89m.—20th-Fox	3095
MY OUTLAW BROTHER—see My Brother, The Outlaw	
MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996

N

NAUGHTY ARLETTE—86m.—UA	3078
NAVY BOUND—60m.—Monogram	3038
NEVER A DULL MOMENT—89m.—RKO	2962
NEW MEXICO—78m.—UA	3071
NIGHT INTO MORNING—86m.—MGM	3080
NIGHT RIDERS OF MONTANA—60m.—Republic	3041
NO ORCHIDS FOR MISS BLANDISH—92m.—Renown	3042
NO PLACE FOR JENNIFER—90m.—Stratford	3063
NO QUESTIONS ASKED—81m.—MGM	3093
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970

O

ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OH! SUSANNA—91m.—Republic	3038
OLIVER TWIST—105m.—UA	3071

(Continued on page 3099)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Takyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay In Old Amarillo R. Rogers, P. Edwards Million Dollar Pursuit P. Edwards, S. Flagg Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen, J. Bell Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico)	Fallow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen) Try And Get Me F. Lovejoy, K. Ryan, (Stillman) The First Legion C. Boyer, B. Rush (Sirk) The Prowler V. Heflin, E. Keyes, (Eagle) Volcano A. Magnani, R. Brazzi (Italian-made) (ELC) Odette A. Neagle (English-made) (Lopert)	Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	I Was A Communist Far The F.B.I. F. Lovejoy, D. Hart Goadbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Snake River Desperadoes, W C. Starrett, S. Burnette Her First Romance M. O'Brien, A. Martin, Jr. The Brave Bulls M. Ferrer, Miroslava (Partly made in Mexico) When The Redskins Rode J. Hall, M. Castle (Supercinecolor)	Kentucky Jubilee J. Colonna, J. Porter, J. Ellison Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis Snake River Desperadoes, W C. Starrett, S. Burnette Her First Romance M. O'Brien, A. Martin, Jr. The Brave Bulls M. Ferrer, Miroslava (Partly made in Mexico) When The Redskins Rode J. Hall, M. Castle (Supercinecolor)	Home Tawn Story J. Lynn, M. Reynolds, D. Crisp Nevada Badmen, W W. Wilson, F. Knight, P. Coates	Casa Manana R. Clarke, V. Welles Father Takes The Air R. Walburn, M. McClure, G. Gray Montana Desperado, W J. M. Brown	Dear Brat M. Freeman, B. DeWalle, E. Arnold Trio J. Simmons, J. Hayter, K. Harrison (English-made)	Jungle Headhunters Documentary of Amazon expedition (Technicolor) Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor) Gunplay, W T. Holt, J. Dixon, R. Martin	Secrets Of Mante Carlo W. Douglas, L. Hall, J. Vincent Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan Half Angel J. Coffen, L. Young (Technicolor) As Young As Yau Feel M. Woolley, T. Ritter, D. Wayne Smoky My Friend Flicka Thunderhead, San Of Flicka (Technicolor Reissues)	The Haadlum L. Tierney (ELC) Two Gals and A Guy J. Paige, R. Alda (ELC) Fabiola M. Morgan (Levey) The Man With My Face B. Nelson, C. Matthews (Gardner) Puerto Rico Three Steps North L. Bridges (Wilder) St. Benny The Dip D. Haymes, N. Foch (Danziger)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor) Hallywood Story R. Conte, J. Adams, H. Hull Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker	Along The Great Divide K. Douglas, V. Mayo, W. Brennan Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lerna Doone B. Hale, R. Greene, W. Bishop (Technicolor) The Texas Rangers G. Montgomery, G. Storm, J. Lital (Supercinecolor) China Carsair J. Hall, L. Ferraday, R. Randell Silver Canyon G. Autry, G. Davis, P. Buttram	Little Big Horn J. Ireland, L. Bridges, M. Windsor Savage Drums Sabu, L. Baron, H. B. Warner Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	Night Into Morning R. Milland, J. Hodlak, N. Davis Na Questions Asked B. Sullivan, A. Dahl, G. Murphy Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	Casa Manana R. Clarke, V. Welles Father Takes The Air R. Walburn, M. McClure, G. Gray Montana Desperado, W J. M. Brown	Dear Brat M. Freeman, B. DeWalle, E. Arnold Trio J. Simmons, J. Hayter, K. Harrison (English-made)	Jungle Headhunters Documentary of Amazon expedition (Technicolor) Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor) Gunplay, W T. Holt, J. Dixon, R. Martin	Secrets Of Mante Carlo W. Douglas, L. Hall, J. Vincent Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan Half Angel J. Coffen, L. Young (Technicolor) As Young As Yau Feel M. Woolley, T. Ritter, D. Wayne Smoky My Friend Flicka Thunderhead, San Of Flicka (Technicolor Reissues)	The Haadlum L. Tierney (ELC) Two Gals and A Guy J. Paige, R. Alda (ELC) Fabiola M. Morgan (Levey) The Man With My Face B. Nelson, C. Matthews (Gardner) Puerto Rico Three Steps North L. Bridges (Wilder) St. Benny The Dip D. Haymes, N. Foch (Danziger)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor) Hallywood Story R. Conte, J. Adams, H. Hull Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker	Along The Great Divide K. Douglas, V. Mayo, W. Brennan Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocca H. Bogart, M. Toren	G. I. Jane J. Porter, T. Neal, I. Adrian Yes Sir, Mr. Banes F. Miller, J. O'Brien, M. Moore Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay Last Continent C. Romero, H. Brooke, C. Chandler	Kind Lady E. Barrymore, M. Evans, A. Lansbury Shaw Baat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor) The Law and The Lady G. Garson, M. Wilding, M. Main Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell	Yukan Manhunt K. Grant, G. Davis, Chinock Stagecoach W. Wilson, F. Knight, G. Winters Let's Go, Navy Bowery Boys	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor) Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest Happy Go Lively D. Niven, V. Ellen, C. Romero (Technicolor) (English-made) His Kind Of Woman R. Mitchum, J. Russell	The Radeo King and The Senorita R. Allen, M. E. Key, B. Ebsen The Dakota Kid, W M. Chapin, E. Janssen Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Rocket Men", serial)	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor) The Fragmen R. Widmark, D. Andrews, G. Merrill The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell Jesse James Return Of Frank James Kentucky Buffalo Bill (Technicolor Reissues)	Caira Raad E. Portman (English-made) (ELC) He Ran All The Way J. Garfield, S. Winters (Roberts) Pardon My French M. Oberon, P. Henreid (ELC) Cyrena De Bergerac J. Ferrer, M. Powers, W. Prince (Kramer) (Regular release)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor) Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor) On Maonlight Bay D. Day, G. MacRae, J. Smith (Technicolor)

HOLIDAYS

July 4—Independence Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy
July—Disc Jockey—G. Simms, M. O'Shea, T. Drake

REALART

May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Boles, B. Cabot, M. Evans
June—Guerillas Of The Underground (Paris Underground) C. Bennett, K. Kruger
Massacre In The Orient (Danger in the Pacific)—T. Bey, L. Allbritton
July —Criminals Of The Underworld (Eyes of the Underworld) L. Chaney, W. Barrie
Fighting The Racketeers (Big Town Czar)—B. MacLane, J. LaRue

BECAUSE



For the first time in film history, a picture is launched with an "Oscar" (awarded for "Best performance by an Actor") prior to general release!

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KRAMER'S
production

Cyrano

de Bergerac

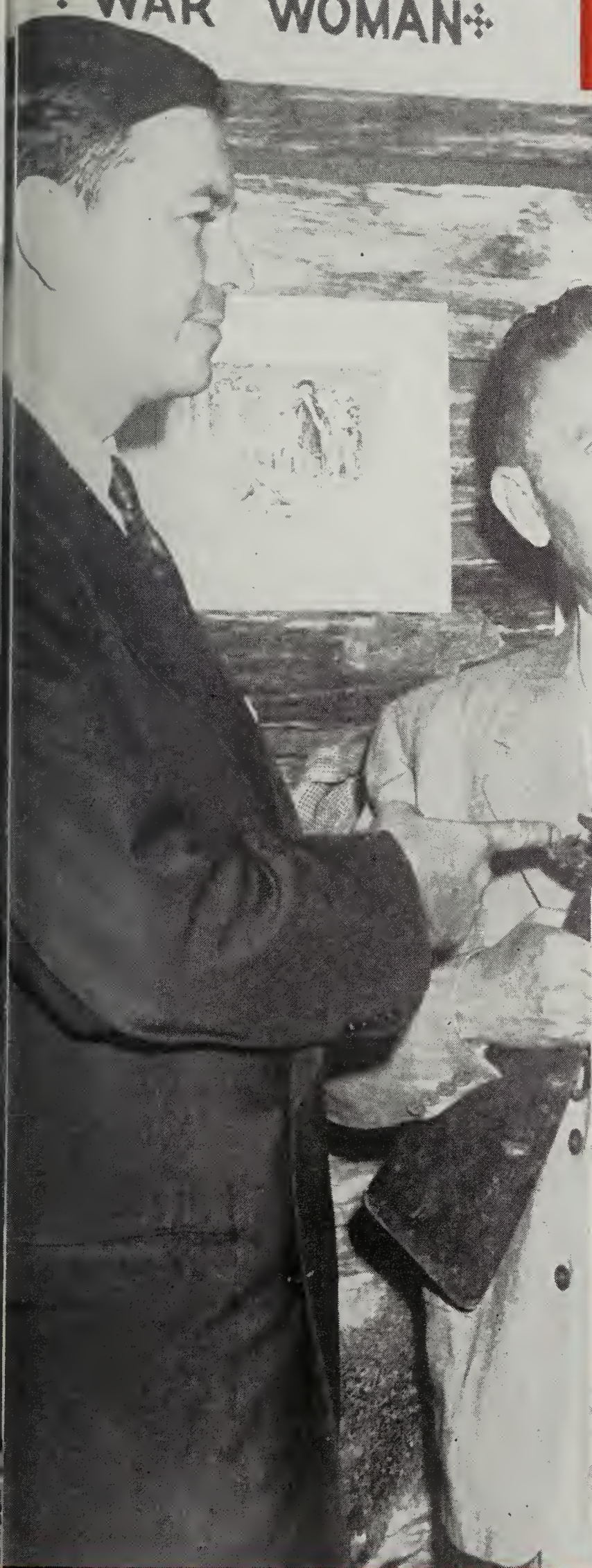
JOSÉ FERRER *Cyrano*
co-starring de Bergerac

MALA POWERS with William Prince • Morris Carnovsky • Ralph Clanton • Produced by Stanley Kramer
Directed by Michael Gordon • Screenplay by Carl Foreman
Associate Producer George Glass • Music by Dimitri Tiomkin

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✦ WAR WOMAN ✦

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A new smile's on Showmen's faces!



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CENTURY-FOX

June 46 Number 8
Two Sections: Section One

JUNE 27, 1951

CLASSIFIED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

PHYSICAL THEATRE

THANKS FOR THOSE LAUREL AWARDS!

Here Are Two Trade Shows
That Bring New Contenders
For Next Year's Awards!

"The Inspiration Behind The Up-Beat at Box-Offices is M-G-M!"

"RICH, YOUNG AND PRETTY" (Technicolor)

"THE LAW AND THE LADY"

TRADE SHOWS, JUNE 29th

TRADE SHOWS, JULY 10th



RICH with song and romance! YOUNG as its youthful stars! And PRETTY as a Technicolor jewel! Jane Powell follows her "Royal Wedding" success with a darling show. Tell the Vic Damone fans he's terrific! And that new idol of the gals—Fernando Lamas! Packed with talent and top tunes. It's a sure-fire hot weather attraction!

M-G-M presents "RICH, YOUNG AND PRETTY" • Starring JANE POWELL • DANIELLE DARRIEUX • WENDELL COREY • FERNANDO LAMAS • with Marcel Dalio • Una Merkel Richard Anderson • Jean Murat • And Introducing VIC DAMONE Color by TECHNICOLOR • Screen Play by Dorothy Cooper and Sidney Sheldon • Story by Dorothy Cooper • Directed by Norman Taurog Produced by Joe Pasternak • A Metro-Goldwyn-Mayer Picture



Remember gorgeous Greer in "Julia Misbehaves"! She misbehaving again in her new role as a chambermaid who yearns for luxury and disguised as Lady Lover embarks on a life of larceny and love. Watch handsome Latin lover Fernando Lamas! Marjorie Main's a rich girl! Here's a show packed with laughs and action!

M-G-M presents "THE LAW AND THE LADY" • Starring GREER GARSON • MICHAEL WILDING • with FERNANDO LAMAS • MARJORIE MAIN • Screen Play by Leonard Spigelgass and Karl Tunberg • Based on the Play "The Last of Mrs. Cheyney" by Frederick Lonsdale • Produced and Directed by Edwin H. Knopf • A Metro-Goldwyn-Mayer Picture

ALBANY	20th-Fox Screen Room	1052 Broadway	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1 P.M.
KANSAS CITY	20th-Fox Screen Room	1720 Wyandotte St.	1:30 P.M.
LOS ANGELES	United Artists' Screen Rm.	1851 S. Westmoreland	2 P.M.
MEMPHIS	20th-Fox Screen Room	151 Vance Avenue	12 Noon
MILWAUKEE	Warner Screen Room	212 W. Wisconsin Ave.	1:30 P.M.
MINNEAPOLIS	20th-Fox Screen Room	1015 Currie Avenue	2 P.M.
NEW HAVEN	20th-Fox Screen Room	40 Whiting Street	2 P.M.
NEW ORLEANS	20th-Fox Screen Room	200 S. Liberty St.	1:30 P.M.
NEW YORK-N.J.	M-G-M Screen Room	630 Ninth Avenue	2:30 P.M.
OKLAHOMA CITY	20th-Fox Screen Room	10 North Lee Street	1 P.M.
OMAHA	20th-Fox Screen Room	1502 Davenport St.	1 P.M.
PHILADELPHIA	M-G-M Screen Room	1233 Summer Street	11 A.M.
PITTSBURGH	M-G-M Screen Room	1623 Blvd. of Allies	2 P.M.
PORTLAND	B. F. Shearer Screen Rm.	1947 N. W. Kearney St.	2 P.M.
ST. LOUIS	S'Renco Art Theatre	3143 Olive Street	1 P.M.
SALT LAKE CITY	20th-Fox Screen Room	216 E. First St., So.	1 P.M.
SAN FRANCISCO	20th-Fox Screen Room	245 Hyde Street	1:30 P.M.
SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2 P.M.

ALBANY	20th-Fox Screen Room	1052 Broadway	2 P.M.
ATLANTA	20th-Fox Screen Room	197 Walton St., N. W.	2 P.M.
BOSTON	M-G-M Screen Room	46 Church Street	2 P.M.
BUFFALO	20th-Fox Screen Room	290 Franklin Street	2 P.M.
CHARLOTTE	20th-Fox Screen Room	308 S. Church Street	1:30 P.M.
CHICAGO	H. C. Igel's Screen Room	1301 S. Wabash Ave.	1:30 P.M.
CINCINNATI	RKO Palace Bldg. Sc. Rm.	16 East Sixth Street	8 P.M.
CLEVELAND	20th-Fox Screen Room	2219 Payne Avenue	1 P.M.
DALLAS	20th-Fox Screen Room	1803 Wood Street	2:30 P.M.
DENVER	Paramount Screen Room	2100 Stout Street	2 P.M.
DES MOINES	20th-Fox Screen Room	1300 High Street	1 P.M.
DETROIT	Max Blumenthal's Sc. Rm.	2310 Cass Avenue	1:30 P.M.
INDIANAPOLIS	20th-Fox Screen Room	326 No. Illinois St.	1 P.M.
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SEATTLE	Jewel Box Preview Thea.	2318 Second Avenue	1 P.M.
WASHINGTON	RKO Screen Room	932 N. Jersey Ave., N.W.	2 P.M.



WHEN smoke started to filter into a theatre in the south, a patron shouted, "I'll shoot the first one who starts to run," at which time the manager said the smoke was only coming from a nearby incinerator. The audience having been calmed, the patron gave back a toy gun to a lad sitting nearby.

★

WITH two "Alice In Wonderland" productions due to be playing Broadway at the same time, patrons ought to be thankful that the three older versions won't be around to add to the confusion.

★

WHEN the marquee watchers get around to it, they will probably comment on the fact that "Take Care Of My Little Girl" and "That's My Boy" would make a swell combination in more ways than one.

★

EXHIBITORS will be interested to learn that a midwestern Supreme Court recently reversed a decision in a case involving damages for an injury to a boy's eye during a performance. The lower court had said the theatre was not responsible but the higher body ruled that there was "sufficient testimony for a jury to infer that the cause of injury was due to the conduct of other boys and, in all reasonable probability, was the result of the theatre's negligence." A new trial was ordered.

★

A LOGICAL bit of casting took place on the coast where a school teacher was given the part of a school teacher.

★

A CONFUSED manager is the fellow in a New England city who is being constantly asked by people when certain pictures are going to be shown at his house. What makes it confusing is that invariably the theatre has already shown the features.

—H. M. M.

I N D E X

VOL. 46, No. 8

JUNE 27, 1951

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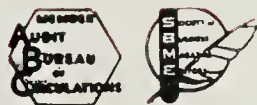
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THE COVER PHOTO

At the recent convention of the Motion Picture Theatre Owners of Georgia in Atlanta, Governor Herman E. Talmadge, left, poses with MPTOOG President J. H. Thompson at one of the booths set up to induce producers to film in Georgia.

EXHIBITOR

VOL. 46, No. 8



JUNE 27, 1951

Arbitration Without Qualification

IF one analyzes all the statements and reports that have been circulating regarding the return of arbitration as a necessary adjunct of the business, the conclusion is obvious. Arbitration is desired by constructive elements.

HOWEVER, that is as far as the unanimity goes. Exhibitors want the arbitration sphere to cover everything. Distributors, spurred on by their lawyers, want definite limitations as to what should be arbitrated. Unless the two can get together, arbitration will never come back.

How the distributors can continue to heed the advice of their lawyers, whose record is one of constant retreat and more losses than wins, is difficult to understand. One might be tempted to believe that encouraging the distributors to go to court rather than to try to settle arguments peacefully has become so lucrative for the legal minds that they hate to see any device used which might not prove as profitable. Otherwise, one might search far for justification of the policy which many distributors have pursued.

THINKING exhibitors who cheer every time that a theatremen gets a big court verdict know too well that the fellow who pays for the distributors' losses is still the fellow who runs the theatres, through higher rentals.

THERE may have been some problems of this business that had to be settled through the courts but the majority of the suits could have been arbitrated if the distributors had been advised differently.

UNLESS arbitration comes back with the full cooperation of the legal departments of the distributors, there is no point in even talking about it any more.

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YOU ARE CORDIALLY INVITED
TO ATTEND WALT DISNEY'S
boxoffice
WONDERFUL ~~TEA~~ PARTY.



RKO RADIO PICTURES, INC., TRADE SHOWINGS

ALBANY, Fox Screening Room, 1052 Broadway, Mon., July 2, 8:00 P.M.

ATLANTA, RKO Screening Room, 195 Luckie St., N.W., Mon., July 2, 2:30 P.M.

BOSTON, RKO Screening Room, 122-28 Arlington St., Mon., July 2, 10:30 A.M.

BUFFALO, Mo. Pic. Oper. Screening Room, 498 Pearl St., Mon., July 2, 2:30 P.M.

CHARLOTTE, Fox Screening Room, 308 South Church St., Mon., July 2, 2:00 P.M.

CHICAGO, RKO Screening Room, 1300 S. Wabash Ave., Mon., July 2, 2:00 P.M.

CINCINNATI, RKO Screening Room, 12 East 6th St., Mon., July 2, 8:00 P.M.

CLEVELAND, Fox Screening Room, 2219 Payne Ave., Mon., July 2, 2:30 P.M.

DALLAS, Paramount Screening Room, 412 South Harwood St., Mon., July 2, 2:30 P.M.

DENVER, Paramount Screening Room, 2100 Stout St., Mon., July 2, 2:00 P.M.

DES MOINES, Fox Screening Room, 1300 High St., Mon., July 2, 1:00 P.M.

DETROIT, Blumenthal's Screening Room, 2310 Cass Ave., Mon., July 2, 2:30 P.M.

INDIANAPOLIS, Universal Screening Room, 517 N. Illinois St., Mon., July 2, 1:00 P.M.

KANSAS CITY, Paramount Screening Room, 1800 Wyandotte St., Mon., July 2, 2:30 P.M.

LOS ANGELES, RKO Screening Room, 1980 S. Vermont Ave., Mon., July 2, 2:00 P.M.

MEMPHIS, Fox Screening Room, 151 Vance Ave., Mon., July 2, 2:00 P.M.

MILWAUKEE, Warner Screening Room, 212 W. Wisconsin Ave., Mon., July 2, 2:00 P.M.

MINNEAPOLIS, Fox Screening Room, 1015 Currie Ave., Mon., July 2, 2:00 P.M.

NEW HAVEN, Fox Screening Room, 40 Whiting St., Mon., July 2, 2:00 P.M.

NEW ORLEANS, Fox Screening Room, 200 S. Liberty St., Mon., July 2, 10:30 A.M.

NEW YORK, Paris Theatre, 4 West 58th St., Mon., July 2, 10:30 A.M.

OKLAHOMA, Fox Screening Room, 10 North Lee St., Mon., July 2, 10:30 A.M.

OMAHA, Fox Screening Room, 1502 Davenport St., Mon., July 2, 1:00 P.M.

PHILADELPHIA, RKO Screening Room, 250 N. 13th St., Mon., July 2, 2:30 P.M.

PITTSBURGH, RKO Screening Room, 1809-13 Blvd. of Allies, Mon., July 2, 1:30 P.M.

PORTLAND, Star Screening Room, 925 N.W. 19th Ave., Mon., July 2, 2:00 P.M.

ST. LOUIS, RKO Screening Room, 3143 Olive St., Tues., July 3, 2:30 P.M.

SALT LAKE CITY, Fox Screening Room, 216 East 1st St., South, Mon., July 2, 1:15 P.M.

SAN FRANCISCO, RKO Screening Room, 251 Hyde St., Mon., July 2, 2:00 P.M.

SEATTLE, Jewel Box Screening Room, 2318 2nd Ave., Mon., July 2, 2:00 P.M.

SIOUX FALLS, Hollywood Theatre, 212 N. Philips Ave., Mon., July 2, 10:00 A.M.

WASHINGTON, Film Center Screening Room, 932 New Jersey Ave., Mon., July 2, 2:00 P.M.

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WALT DISNEY PRODUCTIONS

WALT DISNEY'S
ALICE in WONDERLAND

Color by TECHNICOLOR





PRODUCER ROBERT LIPPERT, SANDRA BROOKS, AND GEORGIA'S GOVERNOR HERMAN TALMADGE EXAMINE MATERIAL AT THE MPTOOG CONVENTION.

The Gentlemen From Georgia Are Heard From

And, As Always, Their Suggestions Combine Showmanship With Good Will



MPTOOG President J. H. Thompson, left, and Bob Mochrie, RKO national sales manager, present a trophy to Rosa Polhill in connection with one of the special events at the convention in Atlanta.

TAKING their cue from the enthusiasm generated by the filming of 20th Fox's "I'd Climb The Highest Mountain" in the hills of northern Georgia, theatremen of the state, meeting recently at the annual convention of the Motion Picture Theatre Owners and Operators of Georgia at Atlanta's Biltmore Hotel, unanimously decided to promote the filming of more pictures in their locale.

Joining the exhibitors in a concerted pitch to producers were Chambers of Commerce, women's clubs, and civic organizations, who were invited to send potential movie stories with local color.

More than 100 stories were submitted during the campaign, ranking from a Pulitzer Prize-winning novel to brief story outlines. Approximately 20 cities and communities of Georgia were represented by individual booths at the convention, each serving to dramatize the offerings of local authors. Wide publicity of the campaign

in newspapers throughout the state resulted in valuable industry good will.

The fine public relations achieved by the campaign climaxed the period of statewide enthusiasm during the shooting of "I'd Climb The Highest Mountain" at Clayton, Ga., where local citizens were employed as extras, and more than 100,000 persons visited the location. Heralded as a "Georgia picture, produced in Georgia, written by a Georgian (Cora Harris), and produced by a Georgian (Lamar Trotti)," it broke attendance records all over the state, and, in many situations, played to more people first-run than "Gone With The Wind."

Those who attended the convention gave high praise to the campaign as something definite, something constructive that the industry might do in other states on a similar basis. Reports received since the convention indicate that at least one of the stories submitted may be filmed.



New officers of the Motion Picture Theatre Owners of Georgia are, from left, standing, J. E. Duncan, vice-president; President J. H. Thompson, John Thompson, secretary, and seated, E. D. Martin, treasurer, and O. C. Lam, vice-president. All are prominent theatremen of long standing in the state.



Pictured at one of the booths which displayed various potential movie material from Georgia towns in an effort to induce producers are Mrs. Robert Leslie, Atlanta's Mayor William B. Hartsfield, Roslyn Bynum, and Governor Talmadge, who has shown an active interest in industry matters in Georgia.



Quaintly costumed girls spin cotton in one booth.



President Thompson poses at a booth with model.



Another booth promotes a novel by a Georgian.



Theatre owner W. M. Snelson addresses the MPTOOG's annual convention.



Hungry conventioners at Atlanta's Biltmore Hotel dine at a buffet supper.

FABULOUS

Fabulous
"Fabiola"



... Goddess Of Love In A City Of Sin!

THE MIGHTIEST



JULES LEVEY
presents

"FABIOLA" starring

MICHELE MORGAN

• **HENRI VIDAL**

MOST MAGNIFICENT SCREEN SPECTACLE EVER MADE!

Fabulous
Fabiola

**... Goddess Of Love
In A City Of Sin!**

**FABULOUS
BUSINESS!
FABULOUS
HOLDOVERS!**

Following the greatest opening in the history of the Joy Theatre, New Orleans, it's **SMASH! SAN FRANCISCO GREAT! BOSTON SOCK! BALTIMORE WOW! WASHINGTON TOPS! CINCINNATI**

And in **NEW YORK**, at the Victoria Theatre, following "Born Yesterday",

A SMASHING NEW HIGH!

THIS IS THE ONE FOR '51!



MICHEL SIMON • Screenplay & Directed by Alessandro Blasetti
English Language Adaptation by Marc Connelly & Fred Pressburger • Released thru **UNITED ARTISTS**
Based on the novel "Fabiola" by Nicholas Wiseman •

Fabulous
"Fabiola"
 ...Goddess Of Love In A City Of Sin!

NEVER HAS THE SCREEN BROUGHT
 YOU SUCH LAVISH SPECTACLE... SUCH
 TREMENDOUS EXCITEMENT!

Fabulous
"Fabiola"
 ...Goddess Of Love In A City Of Sin!

NEVER SUCH TRADE RAVES!

"Tremendous spectacle. Most elaborate, enormous scope!"—DAILY VARIETY

"Impressive, sumptuous production, for strong patronage!"

—FILM DAILY

"Amazing. Spectacular mob scenes, climax of vast scope and action!"

—SHOWMEN'S

"Lush spectacle. Impressive the massacres before thousands of screaming extras!"

—VARIETY

"Opulent, visually exciting, engrossing, spectacular!" —MP DAILY

"Great theme, powerfully dealt with on the grand scale, never before equalled on the screen!"

—MP HERALD

"Lavish, thrilling, amazing, action aplenty!"

—BOXOFFICE

Fabulous
"Fabiola"
 ...Goddess Of Love In A City Of Sin!

NEVER HAS THE EXHIBITOR
 HAD SUCH OPPORTUNITY FOR
SENSATIONAL GROSSES!



SEE The barbarous splendor, the colossal pageantry, the lusty grandeur, the unchained emotions... of wicked, sinful, pagan Rome!



SEE A cast of 50,000... hordes of victims led to their doom in the Colosseum... history's most agonizing moments of terror!



SEE Ferocious beasts attack helpless human sacrifices... in the most merciless massacre the world has ever known!



SEE Giant gladiators fight to the death... in the screen's most savage scenes of mortal combat!

Book it!

UA

Mel Konecoff's NEW YORK

INDEPENDENT producer Irving Allen, who made "New Mexico", "The Man On The Eiffel Tower", "The White Tower", and others, was in prior to leaving for Europe to work out locations for his next three films. Allen thought that the next two or three years should see 90 per cent in color. Also he wouldn't be too surprised to see more independent producers following his lead, and produce films abroad since they can save 50 per cent of costs by shooting overseas. He estimated that he could shoot for 45 days in Austria for a total cost of \$70,000, whereas in Hollywood it would be about a half million.



KONECOFF

The producer-director stated that the independent producer just can't compete with the majors on straight production. A feature today, he said, should not exceed a budget of \$400,000 unless it is a top calibre entry. He finds that his budget of approximately \$250,000 per film should show up well on the screen as well as in returns, and he has also found that Hollywood stars like to make films abroad.

Turning again to the Hollywood scene, he reported that some of the studios are realizing that there is a need for new blood in all departments, and they are starting training programs for actors, writers, directors, etc. Despite the cry of "give young people a chance", he thought that the unions are still making it difficult to bring in new technical talent via their membership restrictions.

Allen's next three films, a distribution deal which he is now discussing with United Artists, include "The Gamma People," to be filmed in Austria, a tale in the science-fiction group starring Brian Donlevy, Virginia Grey, Andy Devine, and Lon Chaney; the opera, "Hansel And Gretel", to roll in the winter in Austria, and "The Red Beret", a story of the British paratroopers, to be made in England in the late fall. All will be in color. His most recent film, made in Hollywood for RKO release, is "Slaughter Trail", with Brian Donlevy.

PRESS RELATIONS AND THE BIZ: The July issue of Seventeen will have a spread on the industry, "On The Corner, Under The Movie Marquee", and it seems to be one of the strongest pitches for the industry to appear in a national publication. The tag line is "A buy that's always a bargain, rain or shine, nighttime or matinee." It consists primarily of a two-page layout taken from the industry series of shorts, "The Movies And You", and shows what takes place when a feature is made.

THE METROPOLITAN SCENE: A. J. Balaban, executive director, Roxy, is once again presenting the ice revue at that house. The starting date is June 29, when "The Frogmen" opens. . . . Laura Weber, 13-year-old television actress and daugh-

Hughes Denies Reports Of Selling RKO Stock

NEW YORK—Howard Hughes, managing director-production, RKO Radio Pictures, Inc., last week issued the following statement:

"Occasionally rumors make their appearance which are damaging to all concerned, and I feel it my duty to reply. Therefore, let me say I am not negotiating with anyone whomsoever for the sale of my stock in RKO Radio Pictures, Inc. I have no intention of selling my stock. I do not care to entertain or consider any offers for the same."

ter of Louis M. Weber, attorney, Skouras Theatres, may soon be seen on the screen. Warners tested her. . . . Barton's candy chain tied in with UA's "He Ran All The Way." . . . The Jack Schlaifer Organization moved to 723 Seventh Avenue. . . . Ditto the eastern office of Gene Autry, now located at 342 Madison Avenue. . . . Bill Snyder's "Emperor's Nightingale" has been awarded the Parents' magazine medal as the family "Picture of the Month" for August. . . . Okeh pressbooks are out on "The Secret Of Convict Lake" and "Three Steps North."

THERE'S MORE COLOR IN YOUR FUTURE: Dr. Herbert T. Kalmus, president and general manager, Technicolor, returned last week from a two-month visit in Europe, and reported that business was off there as well, with little distraction from television, which is practically nonexistent there. He thinks that people like to get their entertainment in theatres and that if properly handled, the industry could continue to receive an important part of the entertainment dollar.

However, the formula of sameness must be abandoned. Along those lines, he thinks that color in films is one of the ingredients that is contributing something new and better, but which has not begun to exhaust its possibilities. Hollywood, realizing the demand for color is on the increase, wants over 100 important features to be made by Technicolor during 1951; but the color plant can only handle about 75. He believes that advance planning several years back would have made it possible for the business to have almost as much color film as it wants and that planning today for the future will insure an adequate supply in the future.

He stated that Technicolor will continue to invest heavily in its own researches, as well as in other processes which it thinks have a chance of being practicable, and that are being investigated. To meet the increasing demand for color, Technicolor stands ready to make its process available to any laboratory under proper license agreement and teach them the know-how, to act as their engineers, to hasten the expansion of color, or is willing to embrace any other color system once it reaches the point where it is found suitable on a commercial basis.

Dr. Kalmus believes that eventually every film will be in color and his company is also ready to consider an arrangement with any of its customers under which it would provide the capital investment that is necessary to substantially increase the size of its own laboratories in order to provide a part of the increased

"Caruso" Still Hottest On B'way

NEW YORK—Led by "The Great Caruso" at Radio City Music Hall, out in front, and "He Ran All The Way," first UA film ever to play the Paramount, off to a good start, Broadway grosses last weekend generally reflected the general business decline despite the fact that several houses that usually lend healthy competition remained closed.

According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, garnered \$80,500 from Thursday through Sunday, with the seventh week bound to top \$133,000.

"HE RAN ALL THE WAY" (UA). Paramount, with stage show, claimed a \$60,000 opening week.

"HALF ANGEL" (20th-Fox). Roxy, with stage show, did \$35,000 on Friday, Saturday, and Sunday, with the second week heading toward \$60,000.

"M." (Col.). Globe reported \$8,000 for the third week.

"FABIOLA" (UA). Victoria claimed \$15,000 for the fourth, and last, week.

"VALENTINO" (Col.). Astor was down to \$4,500 for the 10th, and last, week.

"SAMSON AND DELILAH" (Para.). Loew's State opened to a \$20,000 week with the first popular priced showing.

"SIROCCO" (Col.). Capitol, with stage show, anticipated the second week at \$36,000.

"NATIVE SON" (Classic). Criterion estimated the second, and last, week at \$11,000.

capacity necessary to produce all films in color.

He reported that progressively lowering of prices for the process will depend on the basis of a steady flow of increased volume. Improvements in lighting are already reducing shooting costs. Experiments are being conducted which may eventually, if they are successful, require no special cameras to produce Technicolor prints.

In other words, Dr. Kalmus would like to further expand the facilities of Technicolor if the company can receive assurance from Hollywood that it will plan to use the color process widely and that it will pay the company to invest as heavily as need be in the expansion activities. If the trend is toward greater color use for the future, why not plan properly for it now, he suggested.

A PRODUCER SPEAKS: Lazar Wechsler, producer of such films as "Four In A Jeep", "The Search", "The Last Chance", and "Marie Louise", was in town last week following a trip across the country and a visit in Hollywood to discuss distribution and promotion plans with United Artists' officials for "Four In A Jeep", which is playing to very good business in its initial engagement at the Paris locally.

He related how he spoke to a number of exhibitors and saw for himself how the better pictures were doing good business and the poorer product was falling by the wayside. He noted, too, that the country

(Continued on page 14)

This Was The Week When . . .

MGM's "Show Boat" ballyhoo, a traveling show boat, started its national trek in New York City with Elliott Foreman heading the contingent set to visit theatres for the next month or more.

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, and Jerry Pickman, director of advertising, publicity, and exploitation, left on the first leg of a trip to stimulate the "Salute To Al Schwalberg Sales Drive", during July and August. . . . Alfred Hitchcock continued on his national tour on behalf of WB's "Strangers On A Train". . . . William C. McMillen, Jr., Souvaine Selective Pictures, Inc., board head, left for the coast to line up future product. . . . U-I announced an expansion of its TV promotional activities with the launching of an added service, "Movie Star Album", a five-minute program, with each show being devoted entirely to the life of a film star.

RKO revealed that the Broadway premiere presentation of "Alice In Wonderland" would be held at the Criterion on Aug. 1. . . . UA announced that Jean Renoir's "The River" would receive its world bow at the Paris, New York, in mid-September.

U-I Gives Consulting Fees

NEW YORK—U-I last week disclosed that it will make payments totaling \$350,000 for the consultative services of four former executives of the company, J. Cheever Cowdin, former board chairman; Charles D. Prutzman, who served as vice-president and general counsel; Joseph H. Seidelman, former foreign operations head; and William A. Scully, who was general sales manager. Cowdin will receive \$45,000 for his consultative service in financial matters during 1951, \$40,000 for 1952, and \$35,000 for 1953. He received \$60,000 for 1950 under terms of the four-year arrangement. Prutzman will be paid \$12,500 during 1951 for assistance with all matters in which he took part when he was an officer, for a two-year period which began on Jan. 1, 1950.

Seidelman is to receive \$26,000 per year for his services in 1951 and 1952, and Scully, who now is the company's domestic sales consultant, receives a salary of \$500 weekly from Dec. 3, 1950 to Dec. 31, 1954.

Hughes Withdraws Suit

HOLLYWOOD—Howard Hughes last week withdrew his five-year-old \$7,500,000 anti-trust suit against the Motion Picture Association of America when stipulations ending the action were entered in U. S. district court. The action was brought in 1946 when the MPAA cited Hughes for expulsion from membership on the ground that the exploitation of his then four-year-old production, "The Outlaw," violated the Association's Advertising Code. Subsequently, Hughes agreed to deletions in the film and certain revision of advertising material, whereupon the MPAA reinstated its code seal.

Marcus Raps Tactics In Kenosha Controversy

MILWAUKEE—Ben Marcus, president, Allied Independent Theatre Owners of Wisconsin, last week issued a bulletin rapping advertising practices used by the Mid-City Drive-In, Kenosha, Wis., playing "Task Force," on June 8 and 9, in opposition to the Keno Family Drive-In, Kenosha, playing "You're In The Navy, Now" on June 10-14.

The bulletin charged that the Mid-City Drive-In had run ads advertising "Task Force" following the advertising campaign and using the mats of "You're In The Navy, Now." It pointed out that the Keno Drive-In had been awarded the latter film on proper competitive bids, "and was entitled to the full fruits and benefits of such first-run playing." The Keno Family Drive-In had run teaser ads.

Marcus called the practice "the most unfair type of competition that could be imagined, and that in these very trying times we should be striving to improve public relations with the potential theatre-going public rather than destroy them."

He declared, in enclosing tear sheets of the ads in question, that "we would be amiss in our duty to the industry as a whole in failing to bring this deplorable display of distorted and deceiving advertising to the rest of the country."

NCA Allied Reveals Business Help Plan

MINNEAPOLIS—At a North Central Allied board meeting last week, a plan for "business building" was presented by President Ted Mann. Committees will work out a long range, territory-wide promotional campaign, to feature a two-day newspaper-movie clinic at which exhibitors will work out their problems with newspaper editors.

It is hoped that the newspaper people will obtain first hand data on industry problems. Mann said that NCA will also cooperate in any COMPO promotions.

Mann also appointed a screening committee to appraise pictures, and to work out exploitation stunts for exhibitors. Television was a topic at the session, with NCA's recent convention resolution condemning Republic's plan to make product available to TV reintroduced.

Also debated was the audit undertaken for the distributors by Sargcy and Stein. Exhibitors were urged to comply with the audit, but if an individual felt it unfair or illegal to notify NCA offices.

Japan Exchange Set

ALBANY—A certificate of incorporation was filed last week by 20th-Fox, Paramount, Warners, and Loew's to organize Osaka Film Exchange Corporation to finance the building of an exchange in Osaka, Japan.

William Sherry Mourned

NEW YORK—William L. Sherry, 77, one of the founders of Paramount Pictures, died last week of a heart attack. He was a member of Variety Club, and had been associated also with various other companies.

Skouras Restates Theatre TV Belief

LOS ANGELES—Spyros P. Skouras, in his speech last fortnight which closed the 20th Century-Fox sales convention, restated his firm belief in the future of theatre television, reaffirmed his faith in the zeal of the industry to overcome all obstacles, and called for a crusade on behalf of the industry.

The 20th-Fox president said he was confident the industry would go forward into a happy and prosperous future, and repeated his position on the reduction of production costs without impairing the quality of product and on the need to cut salaries which were highly inflated during the war years.

Merchandising is of equal importance as production in making it possible for product to realize its maximum potential, Skouras said.

He concluded by refuting the argument that the industry has lost its greatness by saying that "we should be proud to serve honorably in the future of motion pictures."

Among others who spoke were Al Lichtman, Charles Skouras, Rick Ricketson, Elmer C. Rhoden, George Bowser, Harold Fitzgerald, Dick Dickson, William C. Gehring, Clarence Hill, Edward Alperson, and Jack Bernhard.

Clyde Eckhardt, retiring as Los Angeles branch head after 30 years, was presented with a gift.

Implementing the conclusions and dynamic policies formulated at the meet, Arthur Silverstone and Edwin W. Aaron, eastern and western sales managers, began a tour of their respective divisions.

At meetings to be attended by salesmen, exploitation field representatives, and other members of the company's 31 exchange centers, Silverstone and Aaron will personally outline details of the "greater showmanship" drive and the joint-action sales-advertising merger.

Rogers Sues On TV Shows

HOLLYWOOD—No longer a Republic contractee, Roy Rogers, through his counsel, sought last fortnight to block the sale by the film company of 36 out of 86 westerns he made for them since 1937. His objection is said not to be aimed at the advertising of the film in which he appears but at the possible use of the westerns in connection with sponsored ad messages by TV advertisers.

First showings of the films for TV use were held last week.

Rogers is starting independent production of a series of 30-minute films for exclusive TV use. His only remaining theatrical film contract is with Paramount, for whom he is set to appear in a Bob Hope comedy.

O'Keefe, Gamble In Deal

NEW YORK—Plans are now being concluded for the formation of a new theatre enterprise embracing five theatres in California, according to announcement made jointly last week by A. J. O'Keefe and Ted Gamble. The new exhibition firm will operate under the name of Gamble and O'Keefe Theatres, Inc. Included in the new company are the De Anza, Riverside, Cal.; Obispo, San Luis Obispo, Cal., and the Ritz, Hanford, Cal.

INTO THE MAILS ... TODAY!

THIS NEW 482 PAGE
9th ANNUAL (1950-51) **EDITION**
JOINS THE PRECEDING EIGHT
EDITIONS... *to further enlarge*
the Industry's **ONLY** set of
FACTUAL REFERENCE BOOKS
ON THE PHYSICAL THEATRE



EACH completely different in editorial and pictorial content.

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THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Kind Lady"—Moderate program.

Survey Shows Small Town Preferences

URBANA-CHAMPAIGN, ILL.—A survey to determine how well the small-town exhibitor is succeeding in meeting the entertainment requirements of his public has been made by I. I. Raines, marketing division, University of Illinois, and is reported in "Current Economic Comment," quarterly journal of the University's Bureau of Economic and Business Research, published this week.

By means of a questionnaire submitted to a sample of adult residents in a single Illinois community, Raines sought to discover the frequency of attendance at motion pictures, program preferences and dislikes, and other factors affecting attendance.

For his sample Raines went to a small (3000 population) independent community, not a suburb or adjacent to another town, where there was but one motion picture theatre, open daily, and presenting advertising as well entertainment films. Only persons 15 years of age or over were queried.

Responses were classified with respect to age, sex, marital status, education, and dwelling unit. Raines found the local theatre audience predominantly young, those between 15 and 20 attending most frequently. Next highest rate of attendance was in the age group from 21 to 25. After 25, attendance drops materially, with the end of the courting period. Married people are more likely to attend motion pictures when the children no longer require babysitters, and have reached an age to accompany them.

Because attendance at out-of-town theatres may be an expression of dissatisfaction with local offerings, attendance at such theatres was also tabulated. Men attend these theatres twice as often as women, and single persons almost seven times as often as married people, Raines found.

The advertising films shown in connection with the entertainment features appeared to be unpopular, but not to the extent that it would be worth paying more not to have them included.

Theatre TV Expands

NEW YORK—It was learned over the weekend that eight cities will carry theatre TV showings of the LaMotta-Murphy fight tonight (June 27).

Two new spots have been added, the S-W Stanley, Philadelphia, and the Fabian National, Richmond, Va. Others are the RKO Keith and District Theatres' Lincoln, Washington; B and K's Tivoli and State Lake, Chicago; Shea's Fulton, Pittsburgh; Fabian's Palace, Albany; Loew's Century and Rome Theatres' Harlem, Baltimore, Md., and the RKO Palace, Cleveland.

Shipments To Argentina To Be Resumed Shortly

NEW YORK—American motion picture companies will resume shipment of motion pictures to Argentina, ending an impasse that has kept the product of major American film studios out of that country for more than two years, it was announced last week by John G. McCarthy, MPEA vice-president, following word from Buenos Aires that the Argentine government had issued official orders for immediate implementation of the film agreement between the two countries.

The agreement provides for unrestricted entry of American films for the next five years. Under the monetary terms, American companies will be able to remit a substantial amount of dollars annually. The pact also permits liberal use of film earnings for investment within Argentina.

The difficulties that barred earlier ratification of the agreement related principally to conditions under which American films could be released in Argentina theatres. Accord on these points was reached following prolonged negotiations between MPEA executives and Argentine government representatives and after an extended series of conferences between Joaquim Rickard, the Association's manager for Latin America, and government officials in Buenos Aires.

U-I Promotes Two Men

NEW YORK—In line with the policy of U-I of promotion from within the ranks, C. J. Feldman, domestic sales manager, announced last week the following changes in the company's field distribution forces.

Arthur Greenfield, branch manager in New Haven since 1946, has been promoted to the post of branch manager in Portland. He will assume his new post on July 2, replacing James S. Hommel.

Carl F. Reardon, a salesman in Pittsburgh since 1945, has been promoted to the post of branch manager in New Haven.

Greenfield joined U-I in San Francisco as an assistant booker in March, 1940. He was promoted to salesman in Philadelphia in April, 1943, and was a salesman in Boston in 1945 before becoming New Haven branch manager. Reardon joined U-I as an office boy in the home office. He assisted Fred Meyers, then eastern sales manager, at the time he entered the army in May, 1943.

Pete Smith Honored

LOS ANGELES—The National Safety Council will make its third award to Pete Smith, MGM, today (June 27) at the Biltmore Hotel. He is the only person to have been honored three times for his contribution to the cause of safety. Earl F. Campbell, director of field activities for the Council, will come from Chicago to make the presentation at a meeting of the Los Angeles Chapter of which L. F. Van Aikan is president. Smith won the annual award of the Council in 1942 for "Safety Sleuth" and 1945 for "Seventh Column." The present award is given for "Wrong Way Butch", which also won the 1950 trophy of the President's Council on Industrial Safety.

Konecoff

(Continued from page 11)

seemed to be well supplied with television antennas, but as for that medium, he seemed to feel that there is no danger to the industry and that both can get along amicably once the initial novelty wears off and if better films and fewer films are made by Hollywood. He stated that he has no intention of turning out films for TV, preferring to leave that to younger, more ambitious producers.

Instead, he said, he would continue to make his type of pix, films of human interest with European backgrounds, since he doesn't feel that he can compete with makers of ordinary comedies or dramas. With him, the story and the situation is the important thing and he doesn't go in for "names". Wechsler told us that he was very satisfied with the reception his films have received here and, as a matter of fact, he thought that foreign-made films are suitable for all types of theatres here if the subject matter is interesting enough and if the dialogue is in English.

His next film, which will get under way in September, will be titled "Anne", and is the story of war orphans in an international children's camp. No distribution deal is set yet, since he prefers to show the finished films to would-be distributors, but he did say that he has a preference for the UA type of operation. He returns to his headquarters in Switzerland this week.

No More Statute Hearings Due

WASHINGTON—It was announced last fortnight by the House Judiciary Committee that no further hearings were planned on the Celler Bill to establish a uniform six-year statute of limitations for treble damage suits in anti-trust cases.

Under present law, state statutes of limitation govern the time within which anti-trust suits may be filed by individuals or firms claiming to have been damaged. The proposed law would grant a longer period in approximately 30 states whose present limitations are more restricted.

NPA Approves Eight

WASHINGTON—The National Production Authority last week granted eight theatre construction appeals and denied 14 others. Sixteen of the cases involved drive-ins. Applications for four new drive-ins and one remodeling were okehed, while 11 drive-in applications were turned down. Approved was a \$174,000 boys' club sponsored by the Variety Clubs, Houston, Tex.

RKO Strike Threat Averted

NEW YORK—The threatened strike of RKO cashiers, members of Theatre Cashiers Local B-52, IATSE, ended last week when the circuit granted a \$2 per week increase retroactive to Sept. 1, with another \$1 increase to go into effect on Sept. 1. The work week was set at 37½ hours, with time-and-a-half for overtime. The increase is subject to WSB approval.

U-I Gross Increases

WASHINGTON—In a report made to the SEC last week, Universal Pictures and subsidiaries stated a total world-wide consolidated gross sales for the second quarter, ended on April 28, of \$15,777,506. This compares with a first quarter total of \$12,723,150.

.... meeting today's
TOP BOX-OFFICE DEMAND
for "**NEW FACES**"

Universal-International
**proudly presents the most
spectacular new young star
discoveries of the year!!**

(ask your 'teen agers)



in a magnificent

Technicolor

production . . .



*These are the
ones for '51*

TONY CURTIS

RUGGED! ROMANTIC! TERRIFIC!

PIPER LAURIE

EXCITEMENT GIRL OF THE YEAR

*co-starred in answer
to the public's
overwhelming
demand*

THEODORE DREISER'S

The **PRINCE** *who was*
a THIEF COLOR BY *Technicolor*

ALL THE
SPECTACLE
AND EXCITEMENT
OF AN ARABIAN
NIGHT'S
ADVENTURE!



with **EVERETT SLOANE · JEFF COREY · PEGGIE CASTLE**

Screenplay by GERALD DRAYSON ADAMS and AENEAS MacKENZIE • Directed by RUDOLPH MATÉ • Produced by LEONARD GOLDSTONE

Based Upon The Story by Theodore Dreiser • A Universal-International Picture

U-I makes the pictures with the **BUILT-IN-PROFIT!**

**AVAILABLE
FOR JULY
BOOKING**

Trade Leaders At Virginia Meeting

RICHMOND, VA.—Talks by industry leaders last week highlighted the midsummer convention of the Virginia Motion Picture Theatre Association.

Owing to the illness of William F. Crockett, president, Senator Benjamin T. Pitts presided at the business meeting.

After chairman Pitts read the president's report, Robert T. Barton, counsel, gave his annual report.

Max Youngstein, advertising director, United Artists, took off his coat, and really went to work.

Martin Bennett, eastern division sales manager, RCA, gave a very enlightening talk on the future of theatre television.

Abram Myers, counsel, Allied States Association, covered the work being accomplished by his organization, and urged those present to contact their Senator and try and help to defeat the tax exemption bill now in the Senate.

Edith Lindeman, amusement editor, The Richmond Times Dispatch, spoke about "A Critic Looks at the Pictures."

The industry is still in its infancy, and will grow to an importance and magnitude far beyond its present stature, it was declared by Arthur L. Mayer, executive vice-president, Council of Motion Picture Organizations.

"I have no patience," Mayer said, "with those who see in our present difficulties the end of a business which has been, and still is, the principal source of entertainment for millions of people all over the world. We are in the midst of a revolution in entertainment, but if the men and women of our business keep their heads, and use their imagination, it will be the picture business which will reap the final benefits of the changes this revolution will bring about."

"Instead of being downcast and discouraged, we should be charged with hope and enthusiasm, for every day we are given additional evidence that television must in the end turn to the picture business if it is to fulfill its potentialities. Please believe me, I never was more certain of anything than I am that this business of ours is still in its infancy, and that it will attain, sooner than any of us now envision, an importance and magnitude we have never dreamt of."

Mayer outlined present plans for the COMPO industry advertising campaign in the fall, and also explained what has been done toward holding a producer-exhibitor round table discussion in Hollywood next month.

The business meeting came to a close with the election of the following to the board: John Lester, Wytheville; Don Kelsey, Blacksburg; F. N. Westfall, Martinsville; George Clanton, Tappahannock; Lewis Bachrach, Winchester; Orville Crouch, Washington, D. C.; Hal Lyons, Franklin; William Dalke, Jr., Woodstock; Jack Rumsey, Covington, and Don Brown-ing, Richmond.

The board in turn reelected the following officers for one year: Crockett, president; Pitts, first vice-president; Harold Wood, secretary, and Sam Bendheim, Jr., treasurer. Two new officers elected were: Leonard Gordon, second vice-president, and Denver F. Aleshire, third vice-president.

Census Bureau Reports On 1948 Trade Records

WASHINGTON—The U. S. Census Bureau last fortnight reported that the average person in the U. S. went to indoor theatres 23 times during 1948. Based on the 1948 census of business, the Bureau said that 17,689 theatres, exclusive of drive-ins and portable houses, reported a total seating capacity of 11,701,252 at the end of 1948 and 3,351,778,000 admissions for the entire year. Of the \$1,566,000,000 of receipts reported by the indoor theatres, \$1,209,000,000 was derived from admissions and fees, \$85,815,000 from sales of merchandise, \$16,276,000 from concession rentals, and \$254,877,000 of state, local, and federal admission, sales, and other excise taxes. The Census showed the average admission price, including taxes, was 44 cents. Taxes average 7.6 cents.

TV Unit Accepts Definition

NEW YORK—Under terms of a consent arrangement last fortnight Television Authority accepted the Screen Actors Guild's and the National Labor Relations Board's definition of the collective bargaining unit as including all performers in films produced by the 10 studios involved, regardless of the means of exhibition for which they are intended. Studios are Audio Productions, John Bransby Productions, Caravel Films, Pathescope Company of America, Leslie Roush Productions, Sound Masters, March of Time, Transfilm, West Coast Sound Studios, and Willard Pictures.

The Authority will later challenge the SAG and the NLRB for future bargaining representation for actors and extra players employed by these 10 producers, with whom SAG has held contracts since 1937. It will hold a mail election between Sept. 15 and Oct. 15.

SAG has always maintained that "film is indivisible," and that the same union bargaining for players in theatrical films also should do so for the same performers on TV films. SAG also claimed that the major portions of the film output of the 10 companies is for uses other than television.

Theatre TV Group Formed

NEW YORK—It was learned last fortnight that Theatre Network Television, Inc., which recently filed incorporation papers in Albany, is headed by Nathan Halpern, theatre TV consultant to Fabian Theatres and the Theatre Owners of America. The new company handled the exclusive theatre telecast of the Louis-Savold fight, and will acquire theatre TV rights for motion pictures, stage plays, operas, ballets, and other events of public interest, as well as sporting events, and will act as the corporate structure in handling many of the events with which theatres operating in an informal network will experiment. Theatre Network Television may also act for Atlantic Coast theatres in bringing midwest football games east, and may act as the agent of the eastern theatres in negotiating for eastern college games.

A dinner-dance brought the meeting to a close, and MGM's "Show Boat" was screened at the Westover.

PEOPLE

TORONTO—Harry S. Mandell, vice-president, Motion Picture Theatres Association of Ontario since last November, was named president last fortnight by the executive board, and will serve for the balance of the year due to the recent death of Stanley E. Gosnell. Mandell is an executive of 20th Century Theatres. J. D. McCulloch, owner, Iroquois, Petrolia, Ontario, was promoted from director to vice-president, and Lou Rosenfeld, owner, Westdale, Hamilton, was named treasurer.

NEW YORK—Wolfe Cohen, general foreign manager, Warners, announced last week the appointment of Lester Cohen, formerly Warner manager for Peru, to the post of assistant Atlantic division manager for the company. This division, comprising Argentina, Brazil, Chile, Uruguay, and Paraguay, is supervised by division manager Ary Lima. Lester Cohen will make his headquarters in Rio de Janeiro, Brazil.

NEW YORK—The appointment of Douglass R. Ornstein as United Artists' special representative in South America was announced last week by Al Lowe, general manager, UA foreign department.

NEW YORK—M. Clay Adams, former production executive with 20th-Fox, Pathe News, and RKO Pathe, was last fortnight named film director of the NBC-Navy television documentary project.

NEW YORK—William C. Shelton last week resigned as AFE general manager and personal representative of Paul Graetz.

NEW YORK—Harry J. Muller, a UA executive for many years, last week tendered his resignation.

NEW YORK—Walter Strate last week joined Hyperion Films, Inc., as executive producer.

"Goliath" Starts Tour

NEW YORK—A population area of 58,000,000 will be bombarded with newspaper, TV, radio, and in-person publicity through Walter "Goliath" Talun's tour for Darryl F. Zanuck's "David And Bathsheba," it was stated last fortnight as details for the nation-wide junket were announced by 20th Century-Fox.

After making more than two score TV and public appearances in New York City, "Goliath" on June 26 started in Philadelphia on first lap of his all-summer junket to take him to 69 major cities in 21 states, with his arrival set to be the signal for huge celebrations in a host of situations through the special tieup with the Community Chest Red Feather Drive.

Rogers In TV Bow

NEW YORK—Roy Rogers, in last fortnight for meetings with representatives of his Roy Rogers Enterprises merchandising unit at the Warwick Hotel, stated that he expects to start production on the first of six films of a series for television in July. He said he is now a free agent, his pact with Republic having expired last month, and that his only theatrical film commitment at the moment is to appear with Bob Hope and Jane Russell in an untitled picture at Paramount set to start about Aug. 1.

Exports Increasing, Census Report Shows

WASHINGTON—Preliminary statistics of the Bureau of the Census for the first quarter of 1951 last week revealed a sharp increase in the exports of motion picture films and equipment over the corresponding period of 1950. The total value of exports were some 26 per cent higher than during the first quarter of 1950.

Exports of exposed feature films totaled 73,977,998 linear feet valued at \$2,464,033 in the first quarter of 1951, an increase of more than 9,000,000 linear feet over the January-March 1950 total of 64,866,072 linear feet valued at \$1,912,787. Foreign shipments of 35mm. and 16mm., positive and negative, feature films all were higher during the first quarter of 1951.

Total exports of motion picture equipment, including cameras, projection, and sound equipment, were valued at \$2,689,730 in the first quarter of 1951, more than 40 per cent higher than the first quarter 1950 total of \$1,898,120. The largest factor in this increase was the gain registered by 16mm. sound projectors, with exports in the first quarter 1951 amounting to 2,758 projectors valued at \$735,955, compared with 1,520 projectors valued at \$380,308 in the first quarter of 1950.

"Sirocco" Contest Readied

NEW YORK—Columbia last week announced three awards for exhibitors executing the top promotion campaigns on "Sirocco." To be judged by the officers of the Associated Motion Picture Advertisers, entries must be filled by Nov. 1, 1951. First prize will be an all-expenses paid week in New York for two, the winning exhibitor writing his own entertainment ticket. Second and third prizes will be a console combination radio-phonograph and a portable radio.

Columbia exploitation chief Harry K. McWilliams pointed out that due consideration will be given by the judges to the size of the theatre and the community in which the campaign is carried on. He added that effectiveness and originality will be important factors. The "Sirocco" press book, which carries full details of the contest, devotes four pages to available material.

Jubilee Meeting Due

NEW YORK—S. Barret McCormick, RKO, chairman, MPAA advertising and publicity directors' committee, announced last week that a meeting would be held this week to receive reports of subcommittees exploring aspects of the Theatre Jubilee which COMPO has proposed.

The budget proposed for the Theatre Jubilee is said to be \$500,000.

For Real Coverage Of Happenings In Your District, Read EXHIBITOR.

Kravetz Answers Filed

NEW YORK—A general denial of charges by Max Kravetz in connection with his suit for \$616,550 damages against Mary Pickford, Charles Chaplin, Paul V. McNutt, Frank McNamee, et al, was filed last week in U. S. District Court by counsel for Arthur Krim, Robert Benjamin, Matthew Fox, Seymour Peyser, United Artists, and the Walter Heller Company.



Randolph Scott, in Fort Worth, Tex., for the world premiere of WB's "Fort Worth" recently, is "held up" by two quite youthful admirers.

Berlin Festival Awards Prizes

BERLIN—The Berlin Film Festival last week voted "Four In A Jeep", Austrian-made film, best dramatic production of the past year. Second prize went to "The Way Of Hope", Italian offering, while "The Browning Version", English-made, took third place. Walt Disney's "Cinderella" and "Beaver Valley" were voted special prizes.

In the comedy class, prizes went to the French-made "Without Leaving An Address"; the Swedish-made "Leva Pa Hoppet", and Paramount's "The Mating Season."

In the adventure category, prizes went to the French-made "Justice Is Done" and to George Pal's American-made "Destination Moon." Musical awards went to Disney's "Cinderella" and the English-made "Tales Of Hoffmann."

Miss Leczer Feted

NEW YORK—Approximately 60 MGM home office executives and associates of Margaret Leczer last week attended a farewell dinner in her honor, at which time she was given a three-piece sterling silver service set.

Miss Leczer on June 29 will retire after acting as secretary to William F. Rodgers, vice-president and general sales manager, for the past 25 years. Ruth Lewis, Hilda Lesser, and Rose Klein comprised the committee handling the dinner, which was attended by Rodgers, E. M. Saunders, Charles M. Reagan, H. M. Richey, John P. Byrne, Silas F. Seadler, Bob Lynch, Herman Ripps, Saal Gottlieb, George Maurer, and Bill Ornstein, among others.



When Paramount's "Ace In The Hole" had its world premiere in three theatres in Albuquerque, N. M., recently, Kirk Douglas and Jan Sterling were guests of honor at a giant outdoor barbecue to which Indians added more color.

Exhibitors Oppose Non-Profit Tax Plan

NEW YORK—Local exhibitor leaders including the Metropolitan Motion Picture Theatres Association, headed by Edward N. Rugoff, last week were in the forefront of industryites exerting pressure upon Congress to knock out a provision which would exempt non-profit organizations from the 20 per cent federal admissions tax levy. It is claimed that such exemptions would give such groups an "advantage over legitimate tax-paying theatres in the community, and would create havoc within the industry." The MPPTA points out that any savings accruing to the non-profit organizations would not be turned over to the public but would be pocketed. The organization also points out that the federal government would stand to lose approximately \$16,000,000 in admissions taxes, which would certainly have to be made up some other way.

Leo Brecher, chairman of the board, urged all industry branches to reorganize its federal admissions tax committee, and, along with all branches of show business, openly battle the groups sponsoring this "unfair" measure.

MPAA Ad Men Aid Campaign

NEW YORK—The Motion Picture Association's advertising and publicity directors Committee analyzed and discussed aspects of COMPO's idea for an industry boxoffice drive this fall at a meeting last fortnight.

Howard Dietz, Loew's director of advertising-publicity-exploitation, was named temporary chairman of an advertising committee to sift ad campaign suggestions and ideas to be submitted by each of the member companies.

Charles Simonelli, U-I eastern advertising and publicity manager, was appointed to head another committee, also temporary, which will perform the same function in exploitation and publicity.

Earlier, Charles Einfeld, Mort Blumenstock, and Jerry Pickman, national directors of advertising-publicity-exploitation for 20th Century-Fox, Warners, and Paramount, respectively, were designated as a committee representing the MPAA publicity group, to work in cooperation with the New York exhibitors on their public relations campaign.

S. Barret McCormick, RKO director of advertising, who presided, was reelected chairman of the ad-publicity directors committee for an additional six months.

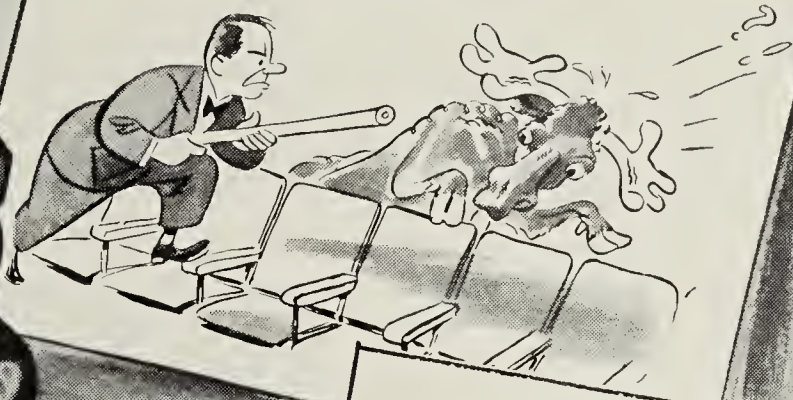
Schlaifer Sets Organization

NEW YORK—L. J. Schlaifer, president, Jack Schlaifer Organization, announced last week the acquisition of three new films, "The Interrupted Journey", "Venus On Broadway", and "French Girls At Bay", bringing their total lineup to 12 features. Schlaifer also announced the appointment of the following sales managers: Jack Bellman, New York metropolitan district; Grover Parsons, southeastern; William Shartin, northwestern; Al Glaubinger, central states; Claude E. Morris, Los Angeles, and Max Cohen, Washington. Mid-western and foreign sales managers will be announced soon. Other division managers are Tom Duane, eastern; John Leo, western, and James E. Gribble, southern.

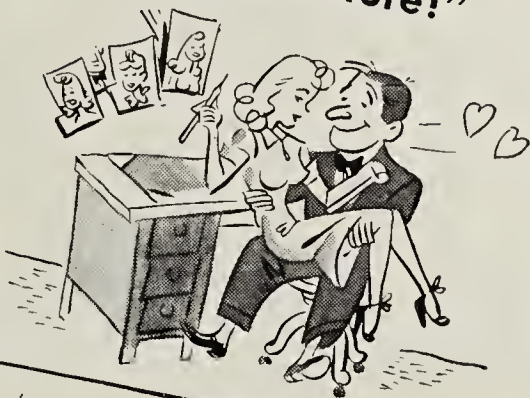
Francis SEZ...



"Get that moose out of the balcony, boys. You'll need every seat in the house when you play my new picture..."



"Drop whatever you're doing... something more important is coming to your theatre... it's my new picture!"



"Hey, boys!... order your new suit with twenty pockets... you're gonna need them... and more... to hold the dough you'll make with my new picture."



"Order tickets, fellers... lots and lots of 'em... if you don't you'll run way short when you play my new picture."



UNIVERSAL-INTERNATIONAL presents

"Francis GOES TO THE RACES"

Starring
DONALD O'CONNOR · PIPER LAURIE
and **FRANCIS** *the Talking Mule*

with **CECIL KELLAWAY · JESSE WHITE** • Based on the character "Francis" created by David Stern
Screenplay by **OSCAR BRODNEY** and **DAVID STERN** • Produced by **LEONARD GOLDSTEIN** • Directed by **ARTHUR LUBIN**



U-I makes the pictures with the **BUILT-IN-PROFIT!**

Trade Mourns Death Of Joe Hornstein

NEW YORK—The trade last week mourned the passing of Joe Hornstein, 65, president, Joe Hornstein, Inc., motion picture equipment company, who died suddenly of a heart attack.

He is survived by his wife, three sons, all associated with him in the business, and a sister.

Interment was in Wellwood Cemetery, Farmington, L. I., following services at Riverside Funeral Chapel.

Nationally known as an independent equipment leader, he also had branches in St. Louis and Miami, Fla. He was a member of Cinema Lodge, B'nai B'rith, and the Motion Picture Pioneers.

WB Setting Japanese Plans

NEW YORK—Subject to getting sufficient permits for profitable individual operation, Warners has made considerable preparation for operating its own distribution in Japan commencing on Jan. 1, 1952, it was learned last week. At the present time, Motion Picture Export Association represents Warners and the other major companies in Japan under licenses that expire on Dec. 31, 1951. It is Warners' plan to open exchanges in Tokyo, Osaka, Nagoya, Fukuoka, and Sappora.

Wolfe Cohen, WB general foreign manager, announced the appointment of Jack Dagal, formerly manager for Hongkong, as Warners' general manager for Japan. In the meantime, Dagal will supervise Warners' Hongkong and Formosa operations.

Cohen has appointed Richard Ma, formerly assistant manager in Hongkong, to the post of Hongkong manager, succeeding Dagal. Ma will also be in charge of Warners' operations in Formosa. The Taiwan office is in charge of branch manager S. H. Ko.

Arrangements are in progress for the purchase and erection of suitable quarters in the key cities to house distribution.

Price Hike Charge Refuted

WASHINGTON—A denial to an "implication" raised by union representative Norma Aaronson that motion picture admission prices had "skyrocketed" was filed with the Wage Stabilization Board last fortnight by the Motion Picture Association. Earlier, the board heard testimony about what should be done along the lines of wage controls in industries free of price controls. Miss Aaronson alleged that there had already been sharp admission price increases.

The MPAA answer cited the recent COMPO chart covering the period from September, 1945, to December, 1950, showing that the average rise in film admission prices was 11.3 per cent, less than one-third the 38.7 per cent increase in the general cost of living.

SPG Reelects Officers

HOLLYWOOD—The Screen Producers Guild last fortnight reelected all its incumbent officers for the coming year. Officers are: William Perlberg, president; Arthur Freed, first vice-president; Jerry Wald, second vice-president; Robert Sisk, third vice-president; Sol C. Siegel, secretary, and Jack Cummins, treasurer.

THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

(KEY TO "THE LITTLE MEN" RATINGS: (JUNE 27, 1951))

Swell, topnotch, record-breaking or close to it in all types of houses.



Just fair, nothing out of the ordinary, returns about average.



Good, although not breaking the walls down, but solid returns.



Disappointing, way below the average expected, decidedly off.



The Week's Newcomers

AS YOUNG AS YOU FEEL
(77m.) (20th-Fox)



DEAR BRAT (82m.)
(Paramount)



EXCUSE MY DUST (82m.)
(MGM)



FABIOLA (96m.)
(UA)



HOLLYWOOD STORY (77m.)
(U-International)



I WAS AN AMERICAN SPY
(86m.) (Monogram)



INSIDE THE WALLS OF FOLSOM
PRISON (87m.) (WB)



KATIE DID IT (31m.)
(U-International)



NIGHT INTO MORNING (86m.)
(MGM)



SANTA FE (87½m.)
(Columbia)



SEALED CARGO (90m.)
(RKO)



SIROCCO (98m.)
(Columbia)



THE PROWLER (92m.)
(UA)



Continuing

ALONG THE GREAT DIVIDE
(88m.) (WB)



APACHE DRUMS (75m.)
(U-I)



APPOINTMENT WITH DANGER
(90m.) (Paramount)



BULLFIGHTER AND THE LADY
(89m.) (Republic)



DOUBLE CROSSBONES (75½m.)
(U-I)



FATHER'S LITTLE DIVIDEND
(81m.) (MGM)



FIVE (91m.)
(Columbia)



GO FOR BROKE (92m.)
(MGM)



GOODBYE MY FANCY (107m.)
(WB)



HALF ANGEL (77m.)
(20th-Fox)



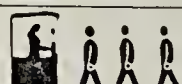
KON-TIKI (73m.)
(RKO)



M (88m.)
(Columbia)



MA AND PA KETTLE BACK ON
THE FARM (81m.) (U-I)



NEW MEXICO (78m.)
(UA)



ON THE RIVIERA (90m.)
(20th-Fox)



QUEEN FOR A DAY (107m.)
(UA)



SMUGGLERS' ISLAND (75m.)
(U-I)



THE BRAVE BULLS (108m.)
(Columbia)



THE FIRST LEGION (86m.)
(UA)



THE GREAT CARUSO (109m.)
(MGM)



THE HOUSE ON TELEGRAPH
HILL (93m.) (20th-Fox)



THE LAST OUTPOST (89m.)
(Paramount)



THE SWORD OF MONTE
CRISTO (80m.) (20th-Fox)



TOKYO FILE 212 (84m.)
(RKO)



Thanks, Exhibitors . . .
for the LAUREL AWARD
"Best Dramatic Documentary Short"

... A FEATURE ATTRACTION



Buy it!

Book it!

Play it!

Now . . . Book the New
MARCH OF TIME
"CRISIS IN IRAN"

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Canada: Thirty-nine die in Montreal fire. Birmingham, Mich.: Ben Hogan wins open golf. Marietta, O.: Wisconsin wins college regatta.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 50) France: Communists lose elections. Washington: President Truman signs India grain bill. Houston and Dallas, Tex.: General MacArthur hailed. Italy: Most Reverend Fulton J. Shean, New York, consecrated as a Bishop. Seattle: USC wins track meet.

NEWS OF THE DAY (Vol. XXII, No. 284) France: Communists lose elections. Holland: Miss Truman welcomed by royal family. Washington: President Truman signs India grain bill. Seattle: USC wins track meet (Los Angeles, San Francisco, Seattle, and Portland only). New York: Belmont Stakes turf thriller (except Dallas, Seattle, Portland, Los Angeles, and San Francisco). Houston and Dallas, Tex.: General MacArthur hailed (Dallas only).

PARAMOUNT NEWS (No. 87) France: Communists lose elections. USA: Doll fashions. Albuquerque, N. M.: "Ace In The Hole" premiere.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 466) Washington: President Truman signs India grain bill. Holland: Royal outing. Chile: Sheep round-up. Seattle: USC wins track meet. New Castle, Del.: Tercentenary (Philadelphia only).

WARNER PATHE NEWS (Vol. 22, No. 89) Dallas: MacArthur continues Texas tour. Washington: President Truman signs India grain bill. France: Communists lose elections. Seattle: USC wins track meet. New York: Belmont Stakes turf thriller.

TELENEWS DIGEST (Vol. V, No. 25-A) Korea: Capture of Chorwon. Washington: Report on Eniwetok. Czechoslovakia: Soviet Marshal Konev tours factories to prod lagging five-year plan. Yugoslavia: Marshal Tito welcomes group of British M.P.'s. Great Neck, L. I.: Patty Berg wins Weathervane open golf championship.

IN ALL FIVE:

Indo-China: French drive against Reds.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 49) Washington: President Truman asks strict curbs. Austin, Tex.: MacArthur receives ovation. New York: S.S. Constitution. Greece: Vets home from Korean war. France: Aerialists on Eiffel Tower. Massachusetts: Handicap classic (Boston only).

NEWS OF THE DAY (Vol. XXII, No. 283) New York: Narcotics inquiry. Washington: President Truman asks strict curbs. Germany: Dog adopts baby squirrel in Hamburg. France: Aerialists on Eiffel Tower. England: The Royal Ascot (except Dallas). Austin, Tex.: MacArthur receives ovation (Dallas only).

PARAMOUNT NEWS (No. 86) New York: Narcotics inquiry. Germany: Dog adopts baby squirrel in Hamburg. France: Aerialists on Eiffel Tower. England: The Royal Ascot.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 465) Washington: President Truman asks strict curbs. Washington: Amputees show fitness. Germany: Dog adopts baby squirrel in Hamburg. France: Aerialists on Eiffel Tower. Bridgehampton, L. I.:



Walter Wanger, second from left, recently signed a deal on the coast whereby he will make films for Allied Artists, and seen here with him are, left, W. Ray Johnston, chairman, AA board; Steve Broidy, president, and George D. Burrows, executive vice-president and treasurer.

Sports cars in cup race. Austin, Tex.: MacArthur receives ovation (Dallas only).

WARNER PATHE NEWS (Vol. 22, No. 88) Austin, Tex.: MacArthur receives ovation. Washington: President Truman asks strict curbs. New York: Medina raised to Court of Appeals. Washington: Amputees show fitness. Washington: Mary Jo Shelley named WAF chief. Germany: Dog adopts baby squirrel in Hamburg. Australia: Bird gives cat the bird.

TELENEWS DIGEST (Vol. V, No. 24-B) Indo-China: French drive against Reds. Washington: Atomic report. New York: Narcotics inquiry. France: Latest clues in the case of the missing British diplomats. New York: MacArthur leaves for Texas. Los Angeles: Mr. and Mrs. Mickey Cohen on trial.

NATIONAL BOARD OF REVIEW

June 16, 1951

STARRED SELECTED FEATURE: "Show Boat" (MGM); SELECTED FEATURES: "No Questions Asked" (MGM); "Tony Draws A Horse" (English-made) (Fine Arts).

NATIONAL LEGION OF DECENCY

June 21, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "The Frogmen" (20th-Fox); "Savage Drums" (Lippert); "Snake River Desperadoes" (Col.); UNOBJECTIONABLE FOR ADULTS: "Four In A Jeep" (UA); "Jungle Headhunters" (RKO); "Little Big Horn" (Lippert); "Pool Of London" (English-

Trade Watches Results Of Second TV Showings

NEW YORK—Tradesters were looking forward to the second exclusive theatre TV showing tonight (June 27), the LaMotta-Murphy fight, following the success of the initial Louis-Savold telecast.

From all reports, exhibitor interest throughout the country had grown.

However, a new angle was arising, the possibility that some sports promoters might be interested in putting on large scale TV in their own arenas, and thereby keep a lion's share of the revenue for themselves.

Theatres participating in the second TV showings were reported paying the same 40 cents per seat royalty.

"David", Chests In Tieup

NEW YORK—A complete publicity program of radio, TV, and public appearances will be set up in advance for Walter "Goliath" Talun at each of the 70 stops on his tour for Darryl F. Zanuck's "David And Bathsheba" by the local Community Chests, it was announced last week.

Tying up the Red Feather campaigns with Talun's junket, all executives and public relations directors of Community Chests in Goliath's path have received a letter from national headquarters informing them of the tour, and urging them to set aside radio and TV time for the giant. Special festivities, parades, and other colorful activities will be planned by the Community Chest to welcome Talun in each situation, with his arrival day being set aside as "Red Feather Campaign Day."

UPT Option Warrants Allocated

NEW YORK—It was learned last fortnight that an aggregate of 90,000 United Paramount Theatres' stock option warrants have been allocated among 50 individuals in line with the plan revealed in December when 125,000 warrants were turned over to five top UPT executives. The company still has options for 35,000 shares, to be distributed from time to time among present employees, or as a means of obtaining the services of outstanding personnel.

made) (U-I); "Show Boat" (MGM); OBJECTIONABLE IN PART: "Murder Without Crime" (Mono.); "No Questions Asked" (MGM); "Sirocco" (Col.).



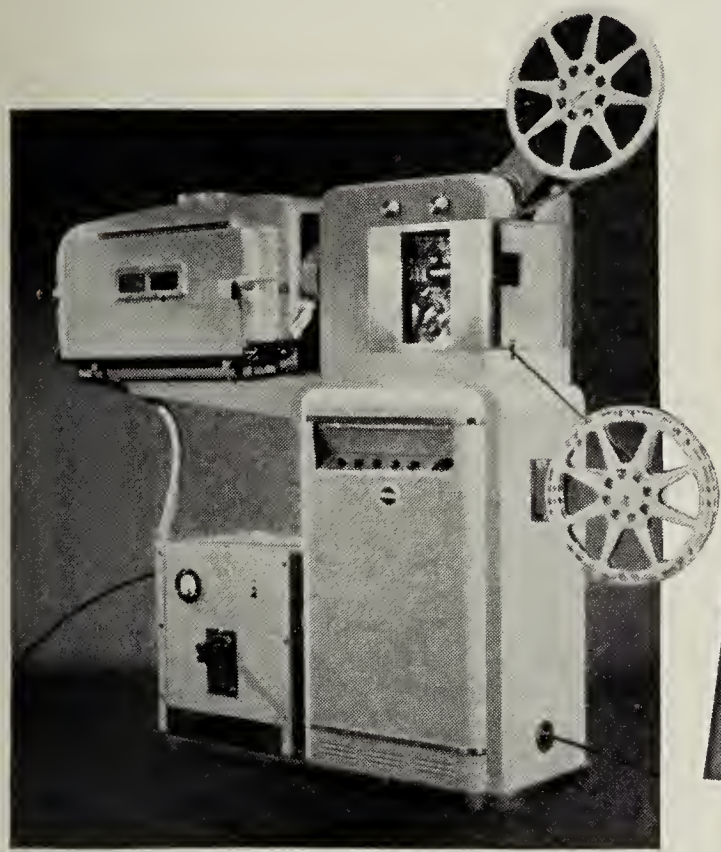
Don Hartman, Paramount supervisor of production, recently held a press conference in New York City, and, of course, among those present was EXHIBITOR's Mel Konecoff, seen at the head of the table.

The Eastman

16mm.

Projector,

MODEL 25



HERE is a precision-designed, craftsman-built projection instrument which delivers a screen image and sound reproduction from 16mm. film that compares favorably with the performance of the most advanced 35mm. equipment. You can be certain of theater-quality projection of your 16mm. sound films when they are shown with an Eastman 16mm.

Projector, Model 25. The standard model may be fitted with tungsten or carbon arc lamp.

For more detailed information, including mechanical and installation specifications, fill out the coupon below now, and mail it today. Your free copy of the booklet, "Theater Quality 16mm. Projection," will be in the return mail, postpaid.

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East Coast Division
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New York 17, New York

Midwest Division
137 North Wobash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California



Eastman Kodak Company
343 STATE STREET
ROCHESTER 4, N. Y.
DEPT. 8

Please send copy of
"Theater Quality 16mm.
Projection" at earliest
convenience.

NAME _____

COMPANY (OR THEATER) _____

STREET _____

CITY _____ ZONE _____ STATE _____

TV Practices Group Would Protect Buyers

NEW YORK—A Fair Television Practices Committee, consisting of a group of attorneys, has been formed here, it was learned last week. The group, "acting in the public interest only," will seek to test the validity of theatre TV, Phonevision, Skiatron, Telemeter, etc.

Acting on the assumption that "the purchase of a television set carries with it the implied right to receive all programs free," the group, headed by Jerome W. Marks, of the law firm of Husch and Marks, stated that it had decided to "give outlet to a rising public sentiment" concerning TV shows restricted to paying audiences.

Marks pointed out that such schemes were a particular hardship on the lower economic brackets, buying TV sets on an installment plan basis.

The FCC will be petitioned for a ruling on the legality of boxoffice TV and regulations governing television broadcasts, and the broadcasters will be petitioned to drop practices which "discriminate against TV set owners by deliberately channeling broadcasts away from designated areas into restricted areas." If necessary, legal action will be taken against the broadcasters charging violation of the Fifth Amendment.

None of the members of the committee has any connection in any way with the TV industry.

Ebersons Land Big Assignments

NEW YORK—Architects John and Drew Ebersson announced last week they had been engaged by the Canadian government to design new facilities to house the Canadian Film Board production activities in Montreal. The cost of the project is estimated at \$6,000,000 to \$8,000,000.

The firm has also been retained by the U. S. Air Force to assist the newly formed Air Pictorial Service formulate its plans of operation, with particular reference to facilities, equipment, and procedure.

Universal Net Increases

NEW YORK—Universal Pictures Company, Inc., and subsidiary companies last week reported for the 26 weeks ended on April 28, 1951, a net profit of \$608,565 after provision of \$800,000 for federal taxes based on income and after a provision of \$200,000 for costs of pending litigation, including anti-trust suits.

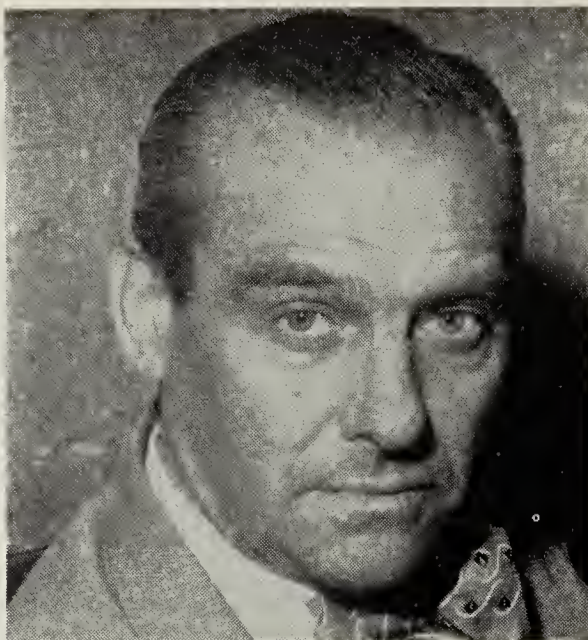
This compares with a net profit of \$272,271 for the corresponding period of the previous fiscal year.

TOA Plans Progress

NEW YORK—Plans for TOA's convention here on Sept. 23-27 were made last week at a meeting of the agenda committee. A directors' meeting is scheduled for Sept. 24, and general business sessions begin on Sept. 25. Another meeting of the general committee will be held when chairman Si Fabian will announce the names of subcommittee chairmen.

Carle Succeeds Siegel

HOLLYWOOD—Norman Siegel resigned last weekend as Paramount studio publicity manager, with Teet Carle succeeding him. Carle has been with the department for 11 years.



Harold L. Groves was recently named to the post of vice-president, Confidential Reports, Inc.

Louis B. Mayer Leaves MGM Studios

NEW YORK—It was announced officially this week that by mutual agreement, Louis B. Mayer will no longer be connected with the Metro-Goldwyn-Mayer Studios.

Simultaneous announcements came from the home office of Loew's here and from Mayer's office in Culver City, Cal.

The following statement was made by Nicholas M. Schenck, president, Loew's, Inc.:

"Mr. Mayer has, since 1924, been the head of studio operations at Metro-Goldwyn-Mayer, the production branch of Loew's, Inc.

"During that period, many of the great motion pictures which helped set the pattern for the entire world were produced at our studios. Mr. Mayer has given our industry leadership and inspiration, and now in parting, his associates at Loew's wish him success and happiness in his future activities."

B and K Expands TV

CHICAGO—Balaban and Katz last week announced plans for 14 theatre TV installations here and in the surrounding area. B and K already has TV equipment in its State Lake and Tivoli here.

Policy Set By S-W; Theatre TV In Philly

PHILADELPHIA—Plans for the sale of several area Stanley-Warner theatres for commercial purposes and for cutting down operation of other houses were set at conferences last week.

Summer shutdowns and curtailing operation to weekends only in the case of some houses have already gone into effect in the city area.

Other houses are on a week-to-week basis, it is understood.

At the same time, it was announced that RCA TV equipment would be installed in the first-run Stanley in time for the scheduled LaMotta-Murphy fight tonight (June 27). Prices will be upped for the showing.

This is the first S-W theatre TV installation in the area, and it is reported that Warner Theatres has contracted for a large number of sets for fall delivery. Several will be installed in this zone.

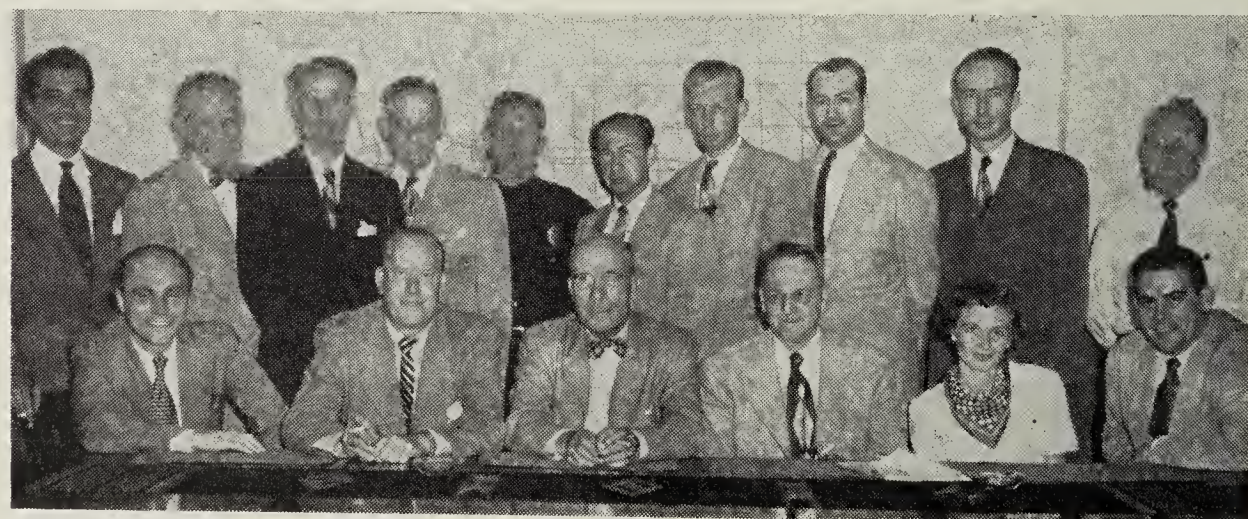
A few years ago, the local Fox was used as a test spot for RCA theatre equipment.

"Book-of-Month" Idea Suggested

URBANA-CHAMPAIGN, ILL.—Film clubs operating on the "Book-of-the-Month" principle were suggested last week at the University of Illinois as a means of developing a market for a higher type of motion picture fare than is now available in the "one-picture-house" small town.

I. I. Raines, U. of I. marketing division, who has made a survey of the preferences of a small-town motion picture audience, put forth the film-club suggestion in an article in "Current Economic Comment" quarterly journal of the U. of I. Bureau of Economic and Business Research.

"Starting with a committee of teachers, professional people, and other leading citizens," he said, "the exhibitor could enroll enough members to underwrite regular showings of outstanding films of a cultural nature which do not reach the smalltown audience today. Memberships paid in advance would include a specified number of admissions which could be used at any of the showings of films selected by the clubs."



Seen going over plans for the recent three-theatre premiere in Albuquerque, N. M., of Paramount's "Ace In The Hole" are, standing, left to right, Kenneth J. Ferril, manager, KOAT; A. M. Cadwell, vice-president and general manager, Alvarado Broadcasting Company; Harold Brown, manager, Sunshine; Ray Malmberg, KOAT program director; Sergeant Albert T. Swallows, Albuquerque police department; Ray Hazlett, manager, Kimo; H. R. Ellis, Heaston-Thomas Motor Company; Ford Montgomery, assistant manager, Hilton Hotel; Price Hennan, manager, State, and Willis Smith, Jr., Chamber of Commerce representative; seated, left to right, Bob Quinn, Paramount special field representative; George Tucker, city manager, Albuquerque Exhibitors, Inc.; Colonel Ernest Everly, chairman, City Commission; Colonel Arthur B. Few, secretary, Chamber of Commerce; Mrs. Marjorie Hoeck, president, Albuquerque Women's Press Club, and Herb Steinberg, Paramount publicity representative, who helped set up the premieres.

PHYSICAL THEATRE



Andrew W. Shearer

EDITOR

A SIMPLE CARBON ADJUSTMENT, aimed at furthering the intensity of light on the screen, is made in the booth of the new 800-seat Alene, Whitesburg, Ky., by one of the operators. Simplex X-L projectors and Altec speakers have been installed in this operation for top-quality presentations.

*Devoted Exclusively to the
THEATRE STRUCTURE
— its Design, Construction,
Furnishings, Maintenance
and Specialized Equipment
— with a Special Section
Devoted to Drive-In Theatres*

VOL. VI, No. 7

JUNE 27, 1951

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MEN AT WORK	Page 8
NEW PRODUCTS	Page 10
MECHANIZED RIDES IN DRIVE-INS	Page 13

DON'T KILL THE MAN WITH THE FLUTE

A good sound system should be capable of reproducing the entire sound frequency range recorded on the film from the lowest 40 cycle tones of the bass viol to the 10,000 cycle tones of the flute.

MOTIOGRAPH SOUND SYSTEMS

Guarantee

- the best balanced, most complete tonal range;
- life-like reproduction;
- delicate shadings of voice;
- musical qualities never before approached;
- uniform sound level throughout the theatre.

BUY SOUND INSURANCE, BUY MOTIOGRAPH

14 models for indoor theatres from 500 to 5,000 seats and drive-ins from 200 to over 1,000 cars—ALL built to the one same high standard of quality.

Sold through carefully selected dealers.

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EXPORT DIVISION (*Except*
FRAZAR & HANSEN,

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LAYING IT

On The Line

For The Ostrich, No Tears

WHILE it seems almost incredible in these days of falling boxoffice receipts, some exhibitors still cherish the hopelessly empty illusion that their faithful patrons of years past will never permit them to drown in the tide of bad times and will continue to support them without expecting anything better in the way of increased comfort, superior pictures, or first-quality showings.

THIS last point, which we may define here as top-notch projection and sound, is one which is perhaps most important in all the theatre's sundry operations. To be sure, a house with a striking appearance and comfortable furnishings staffed by courteous personnel has an impressive drawing card, but the finest Academy Award picture will be entirely wasted, if it is not projected properly and its sound does not come through clearly to an audience that is bound to be irritated and reluctant to return again to the theatre in question.

STRONG evidence of our contention that there still exist some deluded individuals in the ranks of the nation's showmen who apparently have not yet come to appreciate the value of good sound and projection is found in two recent studies. The first of these, a progress report presented by the Screen Brightness Committee of the SMPTE at the Society's recent semiannual convention, showed that screen brightness lower than the recommended standards was found in nearly one-fourth of 88 representative indoor theatres covered by the report.

ALSO, with regard to distribution of illumination over the screen, expressed as a ratio of side to center intensity of incidental illumination, the committee reported that the side distribution ranged from 40 to 94 per cent for the indoor houses, with almost two-thirds of the projectors falling between 60 and 80 per cent. Finally, only about 40 per cent of the theatres had reflectivities in the 70-to-80 per cent range typical of the matte white screen in good condition. Approximately 25 per cent of the screens were a little below this range, while another 20 per cent were substantially lower, ranging down to 44 per cent.

SECONDLY, according to a recent statement by Fred Matthews, vice-president, Motiograph, Inc., sales of carbons show that there are over 5,000 pair of low-intensity arc lamps and their attendant rectifiers in operation in the country's theatres today, in spite of the fact that these lamps have not been made since 1937. Matthews goes on to express the opinion that an individual survey would probably show that over 60 per cent of the theatres in the United States are still equipped with their original sound systems. Lastly, while not in a position to comment on the situation as far as other manufacturers are concerned, he points out that there are over 2,000 installations of Motiograph projectors more than 20 years old.

THESE facts and figures point to a state of affairs in some exhibition circles that is as alarming as it is paradoxical. How anyone who professes to be a motion picture exhibitor can bury his head in the sand like an ostrich and refuse to believe that good sound and projection are "musts" to insure even mere survival in theatre business today defies comprehension. Yet this same blind fool will wail piteously on everyone's shoulder about the evils of television, poor pictures, greedy film companies, etc., when the answer to many of his troubles might be found if he took the pains to have a look at his screen and listen to his sound.

FRANKLY, we are not going to waste our tears on such ostriches who refuse to pull their heads from the sand and face reality. There is simply no excuse for failing to provide first-class projection and sound in the showing of a picture today. In spite of the current defense program, most equipment is still plentiful and available today from theatre supply dealers. Since production may well be cut down as materials shortages increase, the time to re-equip is now—tomorrow may be too late!

PHYSICAL THEATRE • A sectional department of EXHIBITOR, published every fourth Wednesday by Jay Emanuel Publications, Inc., 246-248 N. Clarion Street, Philadelphia 7, Pennsylvania. All contents copyrighted and all reprint rights reserved.

SPEED THE LINE AND UP THE TAKE WITH

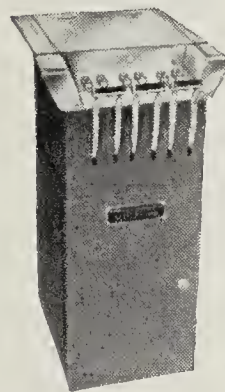
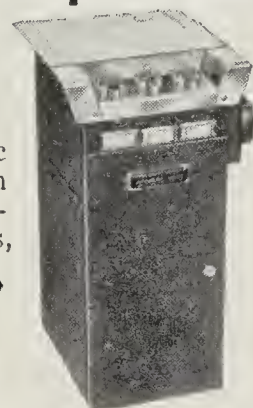
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THE NATIONAL CARBON

TRADE-MARK

ARC'S BIG FIVE:

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- ★ terrific brightness
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- ★ white light
- ★ minimum heat per foot-candle

make it indispensable on movie sets!

THE "National" carbon arc offers an ideal combination of the qualities most desirable in a studio light. The carbon arc's small-source size — less than one quarter square inch — insures sharp shadows, simulates one-source lighting better, creates a perfect "follow-spot." The carbon arc's high brightness penetrates deep sets, establishes high light levels without excessive heat, creates better the illusion of a third dimension. The carbon arc's great power from one unit cuts illumination pathways through general set illumination, boosts daylight, lights large sets so generously that camera-lens apertures may be reduced and great depth of focus obtained. The carbon arc's white light matches outdoor shooting conditions, lends itself better to filters because it has equal quantities of blue, green and red and, finally, makes colored objects appear visually the same inside and outside.

There is no substitute for the carbon arc.

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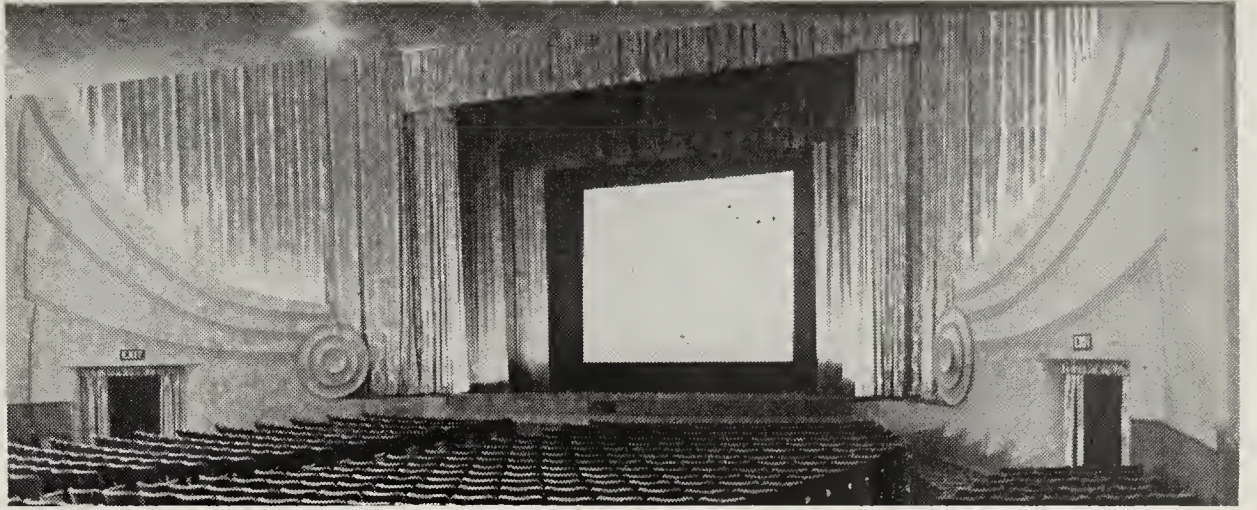
IN CANADA: National Carbon Limited
Montreal, Toronto, Winnipeg

PHYSICAL THEATRE

VOLUME VI

NUMBER 7

JUNE 27, 1951



NEARLY EQUAL IN IMPORTANCE to the equipment in the booth, as far as the attainment of top-quality sound and projection is concerned, is the screen, such as that pictured in the Odeon-Hyland, Toronto, Canada. Frequent cleaning of curtains and drapes will aid in keeping the surface clean.

WHILE the outstanding importance of up-to-date and carefully maintained equipment can never be minimized in the attainment of first-class sound and projection quality, it is also true that the value of the finest equipment in the world will be largely nullified by a screen in such an unkempt condition that the clarity of the picture and the tonality of the sound are impaired by dirt.

It is not our purpose here to discuss the *pros* and *cons* of various types of screens in the light of the contributions which their respective constructions make to easier maintenance, but rather to review certain basic rules for screen care which apply to any installation.

Aside from the fact that good screen housekeeping is essential to successful theatre operation under any and all circumstances, it is possible that new screens, like other types of theatre equipment, may come into short supply as the defense mobilization program gains momentum. Exhibitors will recall that shortages in textiles resulted in a screen production limitation order during World War II, and the same situation might conceivably arise again. Therefore, sound and consistent screen maintenance is highly advisable from this point of view also.

Prevention of Dirt

In keeping with the familiar adage that "an ounce of prevention is worth a pound of cure", every step that is taken to reduce the amount of dirt which can settle on the screen surface will lessen the amount of maintenance needed. First of all, the title or stage curtain should be kept drawn at all times when a projected picture is not being shown to keep off the dust in the air.

Secondly, the draperies around the proscenium should be kept clean to prevent the transfer of dirt from them to screen surface. Regardless of their scenic beauty, such draperies can collect a great deal of dust in their folds and must be meticulously vacuumed at frequent intervals. The rigging, ceiling joists, and grid-irons above them must, of course, be kept free of filth also.

Thirdly, since most stages have ventilators for air in the ceiling through which the air pressure forces an "up" draft, care must be exercised at the time the screen is installed to prevent it from acting as a filter for this air. By the same token, the air conditioning system should be engineered so that the air is not filtered through the screen.

Finally, after sweeping and mopping the floor in front of the screen and the stage

pit, the footlight trough, a great collector of dust, should be carefully cleaned out. Exits leading off both sides of the stage should likewise be swept and cleaned thoroughly.

Removal of Dirt

In spite of every precaution and safeguard, some dirt will accumulate on the screen which will cause discoloration and loss of efficiency, if it is not removed promptly and regularly. Dust and dirt particles that accumulate on the back and surface of the screen should be removed every one or two weeks, or even oftener if the theatre does not use filters in the ventilating system.

Cleaning should be accomplished by vacuuming with a clean brush, first the front and then the rear of the screen. This should be done lightly to prevent streaking or other damage in short vertical strokes from the top to the bottom of the screen.

A clean counter brush may also be used to brush surface dust off the screen. After each use all screen brushes must be thoroughly washed with a neutral soap and

allowed to dry out fully before they are used again. Even slightly damp brushes may well streak the screen permanently.

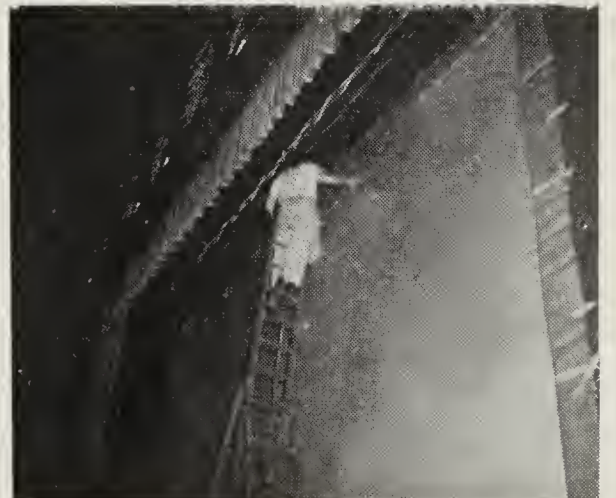
Removal of Stains

Before attempting to remove a stain from a screen, its nature and age should first be determined as accurately as possible. Of course, stains should be removed as soon as possible after they have occurred, for, if they are allowed to stand for any length of time, they usually become set and removal becomes more difficult, frequently impossible. In any event, the screen should be brushed and vacuumed first before any attempt to wash off stains is made.

Mild soap and water may be used to clean most food stains, such as those caused by foods and drinks, which are not oily or greasy. Frothy suds with lukewarm water should be applied in moderate quantities with a clean, damp cloth, sponge, or soft brush. After a thorough rubbing in a circular motion, the soap suds may be removed with a clean, damp cloth and the surface then wiped several



A DAMP SPONGE, as well as a clean cloth or a soft brush, may be used to wash the screen surface. Rubbing is done in a circular motion.



A SMALL PUMP may be used to spray cleaning solution on a screen surface also. This same water pump may be used to drain trough as well.

times with a dry cloth. Air should be permitted to circulate through the screen until it is thoroughly dry.

Grease, oil, or smoke stains may generally be efficiently removed by the use of carbon tetrachloride. Extreme care should be taken not to use too much of the compound and to apply it only with a clean cloth. The stain should be pressed lightly with the cloth so that the solution may loosen it. This operation should be repeated several times with a fresh, clean part of the cloth used on each occasion. Another clean cloth immersed in the solution may then be used with a brisk motion to remove the stain entirely.

Fruit stains should be removed by treatments with very hot water. Wet the stain well by applying a little hot water with a clean cloth and scrape off any pulp. Then rub vigorously with a cloth that has been dipped in extremely hot water. Soap and water are not recommended for fruit stains, as they more than likely will set them.

The same procedure used in removing fruit stains is suggested for doing away with ice cream stains. If the latter type of stain is persistent, however, the spot may be rubbed with a cloth dipped in warm soap suds after the initial treatment with hot water. This step should be followed by rubbing with a clean cloth immersed in cold water. After drying has taken place, the spot may be rubbed lightly with carbon tetrachloride to remove fatty or oily matter.

National Carbon Safety Award

NEW YORK—It was recently announced that the National Safety Council has granted its highest honor, The Distinguished Service to Safety Award, to National Carbon Co., a division of Union Carbide and Carbon Corporation. The award was presented recently in recognition of the firm's record in reducing employe accident rates each year for four consecutive years.



J. M. Spangler (right), President, National Carbon Co., accepts Safety Award from N. H. Dearborn, President, National Safety Council.

The company's accident rate, embracing employes at 21 plant locations, was only one-fourth the 1947-1949 national average for all industries, and slightly over one-half the rate for comparable industries. Further improvements in the company's accident rates during 1950 resulted from a continuing safety program at all plants.

Remodeled Warner Opened In Va. Town

LYNCHBURG, VA.—The old Trenton here recently became the new streamlined Warner with a complete face-lifting and modernization job. A true expression of the modern trend in theatre architecture, the Warner was designed by Pendleton S. Clark, of Lynchburg, to take advantage of every modern development. Rebuilt by W. T. Jones, Inc., of this city, the theatre is a mecca for the relaxation and happiness of thousands of local theatregoers.



EAGER PATRONS gathered for the house's premiere showing long before boxoffice opening. Sign is dark green with raised white letters.

Green and coral are the dominant colors throughout the theatre. As patrons enter the theatre they are impressed by the attractive lobby with glass doors trimmed in stainless steel and display frames trimmed in maple. At the end of the area is an appealing candy counter. The floor of the lobby is of cement in colors of grey and black. All floors and stairways are treated with the same fireproofed material for the safety of the patrons.

The auditorium is cheerful and warm with Ideal seats spaced apart at comfortable intervals. Unusual lighting effects with concealed lights add to the general loveliness. The walls are of damask over rock wool insulation, and the entire area is carpeted with Alexander Smith carpet-



BLENDING of old rose and gray in the proscenium drapes is soothing to the eyes. The stage curtain features silver and gray tones.

ing in colors to match the walls and drapes.

A beautiful loge section seating 60 persons, with walls trimmed in a wallpaper of pleasing design, hidden lighting and the latest type seats, has been provided. This feature is of special interest to patrons attending in groups.

The front of the Warner is modernistic with facing of structural glass in grey. The sign is in the exact center rising from above the entrance doors to the top of the building. Six 1,500-watt floodlights brighten the entire front of the building. The attraction board directly over the entrance doors uses Adler cut-out letters, and the display frames on the outside walls of the building, as well as those in the lobby, are of maple.

Dealers Named for Carbon Saver

ANN ARBOR, MICH.—The Payne Products Co. recently announced that additional theatre supply dealers have been appointed to handle the firm's new Cron-O-Matic automatic carbon saver. The unit is said to be adaptable to Ashcraft "D", Brenkert-Enarc, Peerless Magnarc, and Strong Mogul lamps. It is reported to use stubs of all lengths with no preparation required.

According to the company, increased interest in the carbon saver has been partially traceable to the desire of theatres to conserve their supplies of carbons which have the heavier copper coating.

IPC Honors 50-Year Veteran

BLOOMFIELD, N. J.—The International Projector Corporation, manufacturers of Simplex projection and sound equipment, recently honored Charles Linderer, Foreman, Shipping Department, for his 50 years of service with IPC and its predecessor companies.

At the conclusion of an honorary banquet, Linderer was presented with a 17" television set and a suitably inscribed scroll paying tribute to his service. Among those present were 27 employes who have served the company for 25 or more years.



SCROLL honoring his lengthy service is presented to Charles Linderer, right, by R. B. Tomkins, President, International Projector Corp.

Hesli Wins Multi-Clean Post

MINNEAPOLIS—According to a recent announcement, Gene Hesli has been named sales manager of Multi-Clean Products, Inc., manufacturers of floor maintenance equipment and supplies. Prior to his new appointment, Hesli was factory representative in Chicago and the Midwestern territory.

You Can't Go Wrong With Strong

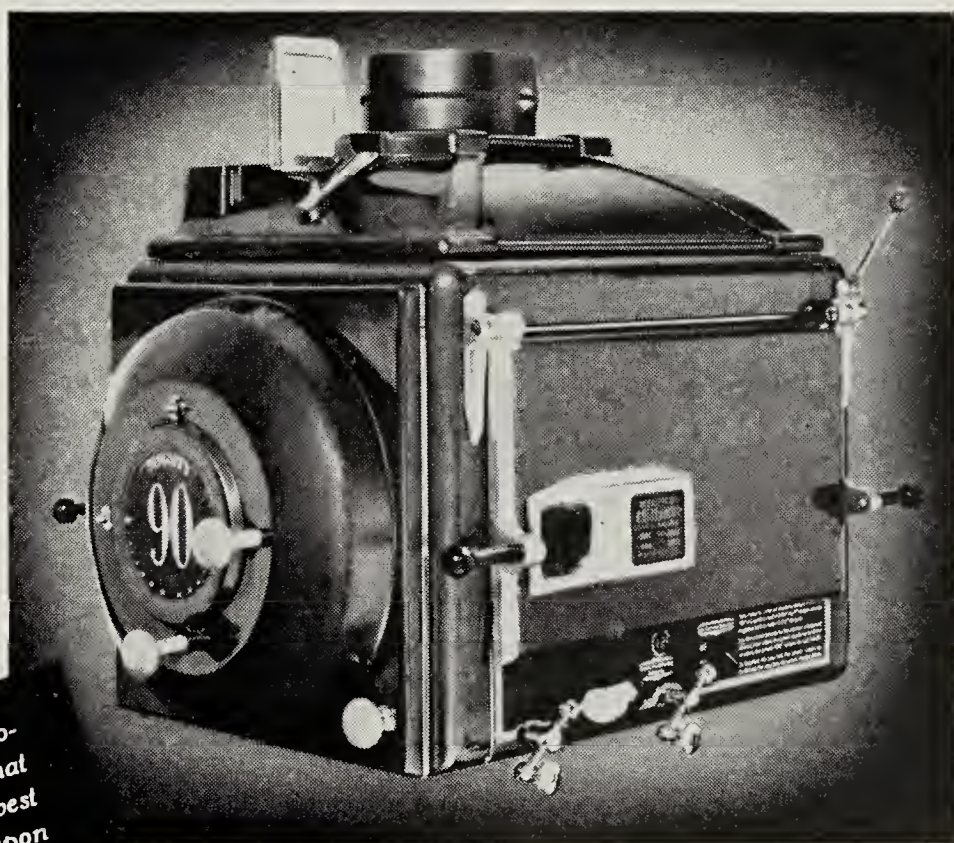
MIGHTY "90"

The Strong Mighty "90", 75 to 130 ampere reflector arc lamp, not only delivers positively the most light that can be projected to any screen, REGARDLESS OF HOW LARGE, but at 90 amperes projects 21,000 lumens AT FAR LESS COST than other types of big lamps!

As the only lamps produced complete within one factory, Strong lamps can be engineered to obtain these high efficiencies and fine screen results.

- Exclusive Lightronic automatic focus control.
- Big 16½" reflector, the largest used in any lamp, matches high speed f1.9 lens.
- Forced air cooled feed mechanism. Low operating temperatures. Rugged burner mechanism.
- Bi-Metal Lightronic tube controls both carbon feed motors. Simple feed rate adjustment.
- Air stream arc stabilization. Complete combustion of black soot. White deposit on reflector prevented.
- Unit construction permits instant removal of major components.

As the world's largest manufacturer of projection arc lamps, Strong has a line that includes lamps especially designed for best results under every condition. Send coupon today for free literature.



THE STRONG ELECTRIC CORPORATION

21 CITY PARK AVENUE

TOLEDO 2, OHIO

☐ I would like a demonstration of the Strong Mighty "90" in my theatre without cost or obligation.

Please send free literature on the ☐ Mighty "90"; ☐ Mogul Lamp; ☐ Utility Lamp; ☐ Strong Arc Spotlamps; ☐ Strong Incandescent Spotlights; ☐ Strong Rectifiers; ☐ Strong Reflectors.

NAME _____

THEATRE _____

STREET _____

CITY & STATE _____

MR. MANAGER ...

the Man with all of the Headaches

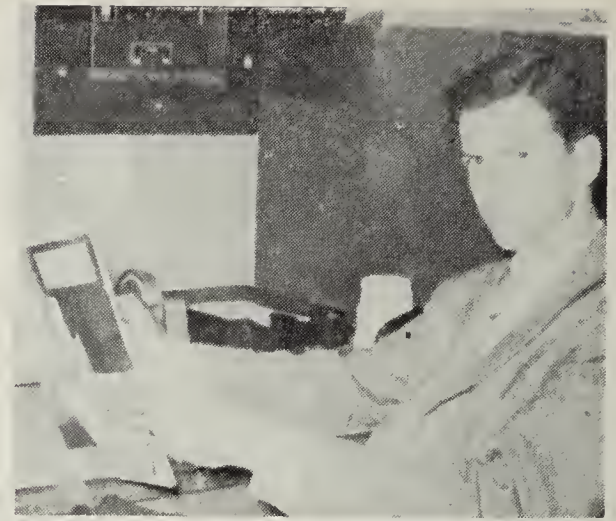
MEN AT WORK is a continuing regular department of each issue of **PHYSICAL THEATRE**, designed to give a "curtain call" to the many worthy and industrious tradesters who seldom receive public acclaim. Among them may be numbered the managers, some of whom are pictured here. Various others will appear from time to time.



Saker Alexander, manager, Roger Young Village, Los Angeles, is pictured during a recent visit to film row. The house was damaged recently by fire, but repairs are already under way.



George Carpenter, left, general manager, Colonial Theatres, Valdese, N. C., is pictured in his office with his assistant, "Sunny" Baker. The latter has well earned the nice nickname.



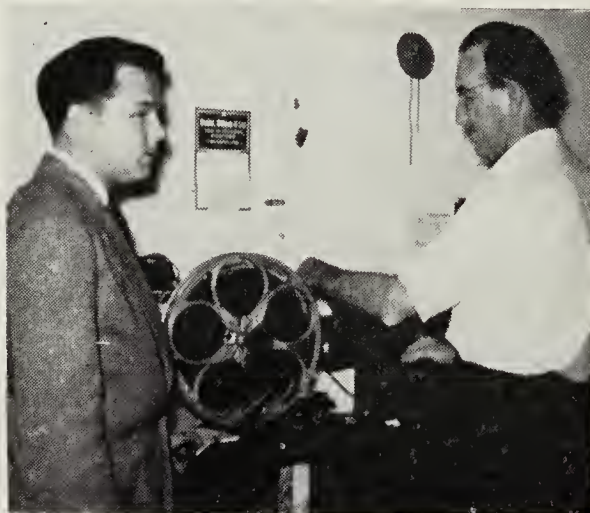
Bill Sale, manager, Palms, Phoenix, Ariz., is shown at his desk in this super de luxe neighborhood house. He was deeply engrossed in reading **EXHIBITOR** when photographer called.



Homer McCallum, manager, Loew's State, Houston, Tex., is shown in his office in the theatre. In spite of his youthful appearance, he is a veteran in the field with much experience.



Jack Keegan, vice-president and general manager, Northio Theatres, is seen here in his Cincinnati office. A serious-minded showman, he does an excellent job in running matters.



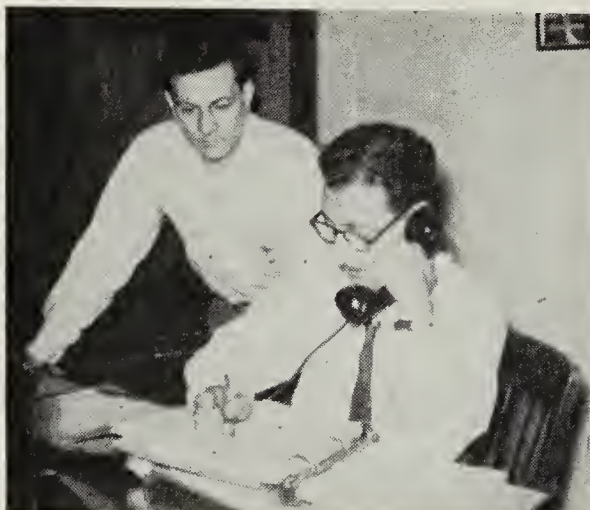
Charles A. Smith, manager, Fulton, Hopeville, Ga., looks on as projectionist W. A. Hundley rewinds a film in the booth of the house. Smith runs the house in a quite efficient way.



Lawrence Keever, pictured in the office of the Rogers, Montgomery, Ala., is a youngster in the business and serves as an assistant manager when owner Forman Rogers is not on hand.



Otis E. Hudgins, owner-manager, Starlite Drive-In, Thomaston, Ga., was snapped during a brief pause on the endless round of chores that go with operating a first-class outdoor theatre.



Ray Russo, standing, looks on intently as Tony Borack, manager, Co-Operative Theatres, Cincinnati, handles a booking chore over the telephone. Russo is learning the business.



Lewis Butler, manager, Eagle, Pontiac, Mich., is shown at the refreshment stand in the lobby of the house. The stand accounts for a good share of the theatre's overall revenue.

Re-seat to boost box-office receipts

AMERICAN Bodiform® RESTFUL CHAIRS

TALGAR THEATRE CO., INC.
P. O. BOX 1017
LAKELAND, FLORIDA

December 26, 1950

Mr. L. J. Hollister
American Seating Company
354 Nelson St., S. W.
Atlanta, Georgia

Dear Mr. Hollister:

This is to let you know that Talgar Theatre Company recently gave you an order for your Body Form chairs to be installed in the Van Croix Theatre, Melbourne, Florida; Florida Theatre, Vero Beach, Florida; State Theatre, Cocoa, Florida; and State Theatre, Tallahassee, Florida, because of the fact that we have found your chairs have given good satisfaction and that your chairs stand wear and tear for many, many years.

We feel that whenever we install your modern new Body Form chairs we will have solved one of our theatre problems for a long time to come and at the same time our patrons will be assured the finest of chair comfort. In fact, in the above mentioned theatres we are replacing American Seating Company chairs which were installed fifteen to twenty years ago and that is what I mean by stating your chairs stand wear and tear and render good service.

Wishing you continued success in the manufacture of your chairs, beg to remain

Sincerely,

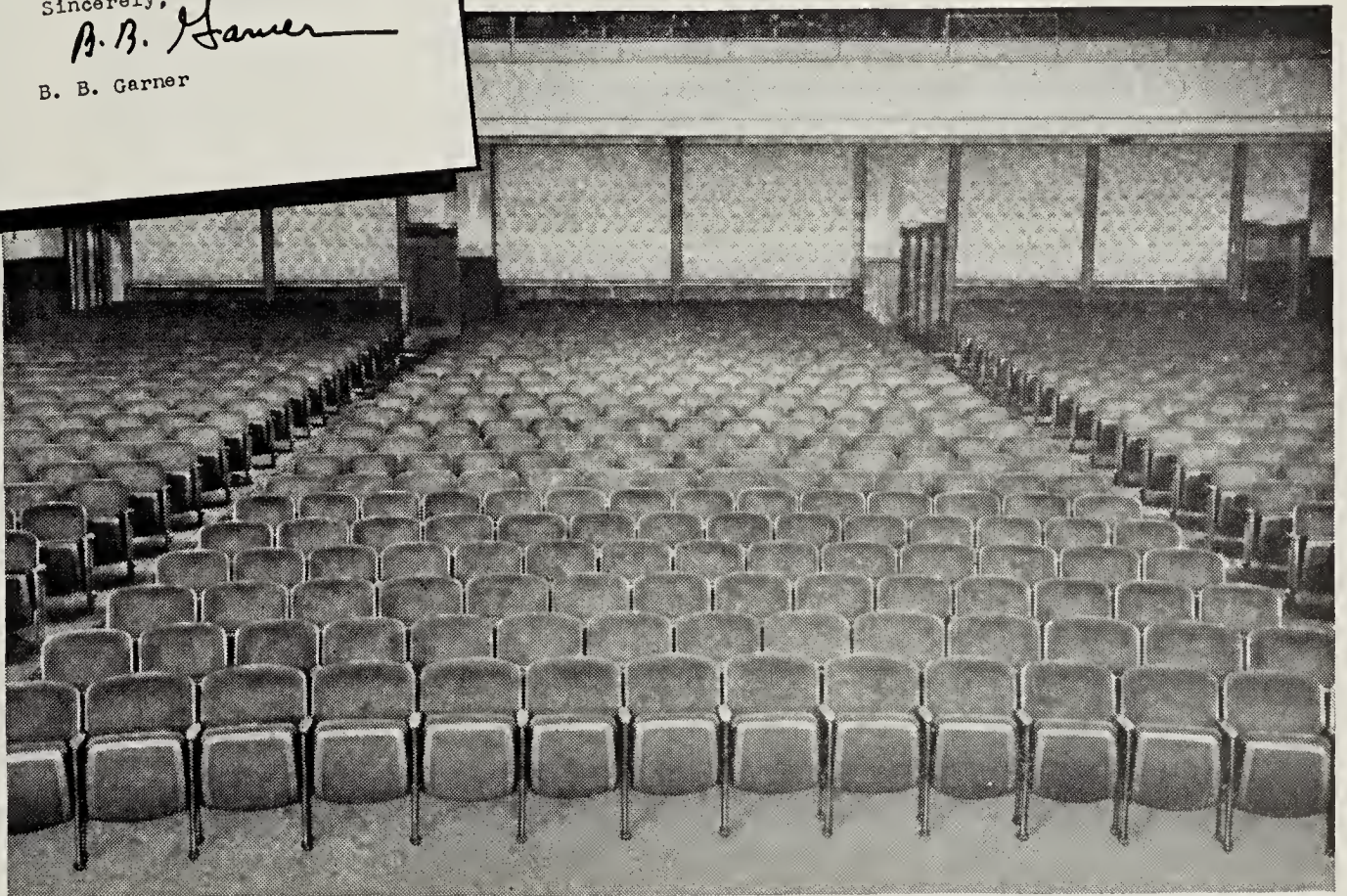
B. B. Garner
B. B. Garner

BBG/HF

CC: Mr. Jerry Evans

Read why Talgar Theatre Co.
selected American BODIFORM Chairs
to re-seat four theatres.

American BODIFORM
Chair with No. 118
Aisle Standard.



This is a typical Talgar installation of American BODIFORM Chairs. Note special seat-staggering arrangement without loss of capacity. Patented by American Seating Company—all rights reserved.

American Seating Company

WORLD'S LEADER IN PUBLIC SEATING

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities
Manufacturers of Theatre, School, Church, Auditorium, Transportation, Stadium Seating, and Folding Chairs.

NEW PRODUCTS

... that have theatre interest



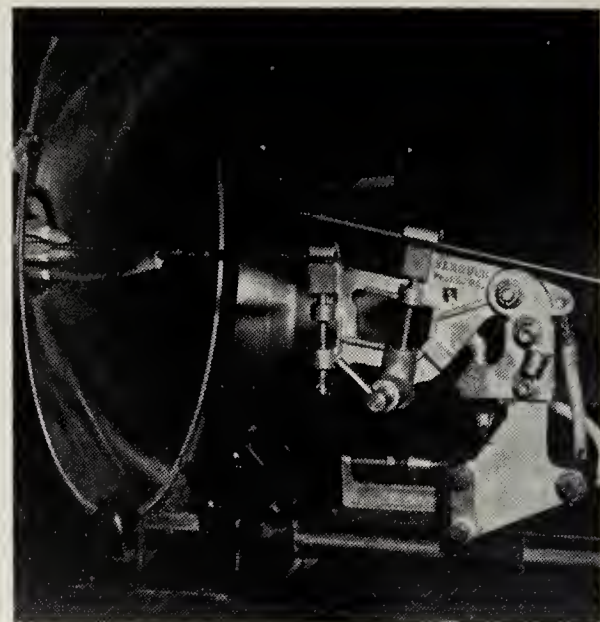
Continuous Carbon Burner

A new continuous carbon burner, developed by Hanover, Inc., is an automatic device designed to do more than just conserve carbon.

First of all, it is claimed to cut carbon costs in regular operation by approxi-

mately 25 per cent. Secondly, it enables the operator to burn any discarded carbon waste that may have accumulated. Thus, the burner promises to pay for itself by burning down each positive carbon to less than one inch of waste.

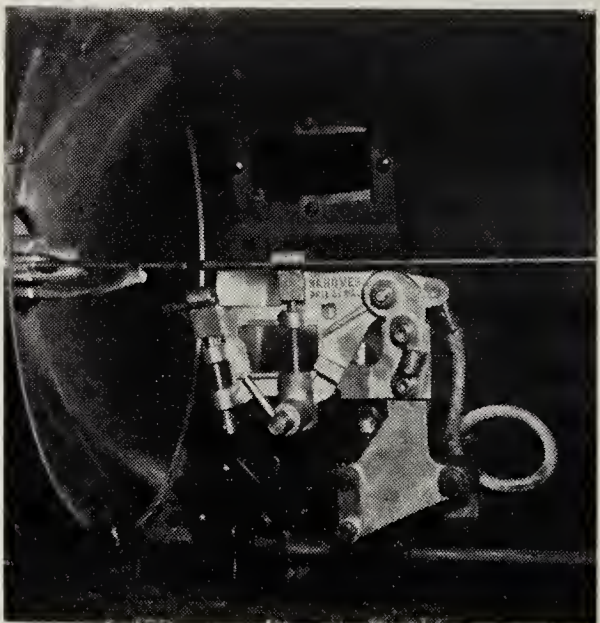
The special automatic arrangement



changes to a new pre-heated carbon, once the stump has burned to an adjusted maximum, and continues to burn without any disruption or loss of light. Any uncertainty as to the duration of the burning period for any size of carbon stump is thereby eliminated.

Essentially, the function of the device is to replace the current positive carbon jaw with a new and more accurate type. Its precise construction and the special rest designed for it enable the removal of the present positive carbon-rest in a lamphouse. The elimination of this fixed obstruction in front of the reflector permits a full distribution of light directly into the aperture plate.

The automatic operation of the unit is claimed to be extremely simple with no parts to wear out or burn out. Any projectionist can install it easily in a matter of minutes.



Seal And Varnish Stripper

A non-inflammable seal and varnish stripper has been announced by Multi-Clean Products, Inc., manufacturers of floor machines and floor finishes.

The company reports that its new stripper removes all types of spar varnish and regular varnishes, seals, shellac, enamels, and paints thoroughly and safely. It is said to work equally well on wood, concrete, or terrazzo floors, lifting the old finish away from the surface in a dry and dustless form for easy pickup with a broom or vacuum cleaner. Also, it leaves no waxy or objectionable residues, thereby eliminating the necessity for further washing of the floor before refinishing.

The stripper is easy to apply and quick acting, the finish lifting off readily in 30

(Continued on page PT-14)

How to Control theatre-cleaning Costs



THE surest way is to use *modern* cleaning equipment. G-E Heavy-duty Cleaners were designed only after a searching study of the theatre's special cleaning problems. As a result, a single G-E Cleaner with complete set of cleaning tools can:

- pick up water (mop water, rug shampoo suds, overflow, etc.)
- clean high-up, out-of-reach areas and pro-

jection screens safely, thoroughly, quickly.

- gather gravel, popcorn, cigarette stubs, as well as light dust.
- clean everything from carpets, draperies and upholstery to screens, hard floors and polished surfaces.

Each unit converts quickly to powerful *blower* action that makes collecting coarse litter from under theatre seats quick, easy and economical.

Units are compact and light in weight—men or women can operate them with equal ease.

Heavy-Duty Cleaning Equipment

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, Dept. 22-4405
1285 Boston Ave., Bridgeport 2, Conn.

Without obligation, please send complete details on heavy-duty cleaning equipment.

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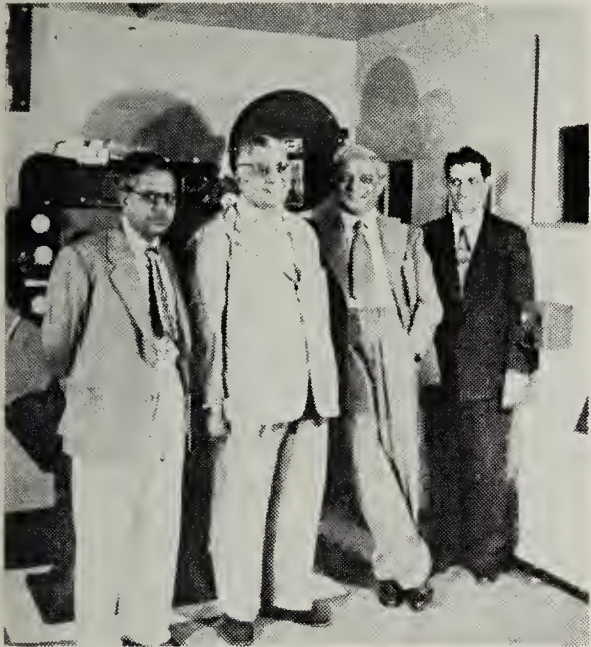
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**MAIL COUPON
FOR COMPLETE
DETAILS**

Simplex X-L Shown In India

NEW YORK—An outstanding feature of the grand exposition of theatre equipment, held recently at the renowned Taj Mahal Hotel, Bombay, India, was the presentation of the new Simplex X-L Projector and Sound System which were shown to Indian theatremen for the first time.



ON HAND (l. to r.) were: C. A. Ram, Prakash Pictures; F. N. Dastur, exhibitor; B. D. Bharaucha, exhibitor; and S. N. Kotwal, Evergreen Pictures.

The display was sponsored by Evergreen Pictures of Bombay, Indian representative for the Export Division of National Theatre Supply. The former focused attention on the exhibit with large and widespread newspaper advertising and ample descriptive literature as well as devising an attractive display for the equipment.

Alexander Smith Promotes Three

NEW YORK—The appointments of Maureen E. Blackmon, Barrett C. Dillow, and Richard P. Axten as directors of advertising, sales promotion, and public relations, respectively, for Alexander Smith, Inc., have been announced. Alexander Smith, Inc., was formed a short time ago to consolidate the operating functions and top management personnel of the former Alexander Smith & Sons Carpet Company, its subsidiary, Sloane-Blabon Corporation, and the Alexander Smith Products Company.



SEEN in the booth of the Roxy, New York, are A. G. Smith (left), Manager, National Theatre Supply, New York, and Charles Talley, Director, Projection and Sound, Roxy, where NTS recently installed new Simplex X-L mechanisms.

UPT Buys 22 Theatre Tele. Sets

NEW YORK—Purchase of new large-screen television equipment for 22 more of its theatres was announced recently by United Paramount Theatres, Inc. Installation of the new equipment will start in the near future, and operation will be started in September. The large purchase of equipment will bring to 27 the number of United Paramount Theatres set up for theatre screen television.

The theatres receiving the new equipment will be principally in the Middle West. The purchase order includes 20 from RCA, while the other two will be of the Paramount intermediate film type. The latter system is now used at: Paramount, N. Y. C.; State Lake, Chicago; Michigan, Detroit; and Radio City, Minneapolis.

Spencer Issues Bulletin

HARTFORD, CONN.—A new eight-page illustrated bulletin describing Spencer Commercial Portable Vacuum Cleaners has been issued by The Spencer Turbine Co. here.

The three machines described, powered by 1, 3/4, and 1/2-horsepower motors, respectively, are primarily designed for use in schools, hospitals, institutions, offices, theatres, hotels, and stores. They offer both wet and dry cleaning and a variety of tools for bare floors, carpets, rugs, draperies, walls, upholstery, etc., as well as special tools for reaching hard-to-get-at places such as tops of pipes, venetian blinds, radiators, etc.

A copy of the bulletin is available on request to the company.

NATIONAL
is
HEADQUARTERS

for
a complete
**Quality Line of
CONCESSION
EQUIPMENT and
SUPPLIES!**

**EQUIPMENT
AND SUPPLIES
FOR EVERY
THEATRE NEED**

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

Vocalite Sound Screen

CRYSTAL BEADED • FLAME-PROOF

VOCALITE SCREEN CORP.

ROOSEVELT, N. Y.

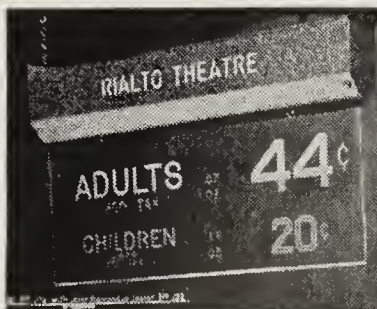
SPECIALISTS IN THEATER
AIR CONDITIONING

1909  1950

TYPHOON AIR CONDITIONING CO., INC.
794 Union Street, Brooklyn, N. Y.

For YOUR
BOXOFFICE

Engraved by
our exclusive
process on
lucite to your
specifications



LAMOLITE

ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure
OVERNIGHT service from coast to coast.

Plastic Signs Engraved for the Entire Theatre
Send for Folder *Pat pend.

Edgar S. Bowman

682 Sixth Avenue

New York 10, N. Y.

Motiograph Now Set To Produce Victor Animatograph Equipment

CHICAGO—Motiograph, Inc., pioneer manufacturer of 35mm. motion picture sound and projection equipment, recently announced that it is now handling the manufacturing and assembling of the Victor Animatograph line of 16mm. sound motion

picture apparatus.

The sales and service facilities of Victor Animatograph Corporation will remain in Davenport, Ia., the company's headquarters, while all manufacturing facilities will be centered at Motiograph's Chicago plant.

Motiograph will continue to manufacture

and sell its 35mm. line of motion picture sound and projection equipment, arc lamps, generators and speaker equipment through exclusive independent theatre supply dealers throughout the United States, Canada, and the rest of the world.

Typhoon Bulletin Released

NEW YORK—A new bulletin, recently released by the Typhoon Air Conditioning Co., Inc., combines the complete specifications, pictures, and special features of all of the firm's packaged air conditioning models from 1½ to 20 tons, as well as data and photographs on the Typhoon evaporative condensers, which run from 3 to 20 tons.

Specifications and ratings for each size are shown, as well as diagrams illustrating outside dimensions and general arrangement of the components. Typhoon claims the most complete line in its field—free-standing, packaged store coolers—with units in 1½, 2, 3, 5, 7½, 8, 10, 15 and 20-ton sizes.

A special feature of the evaporative condensers is that they are engineered to the same plan dimensions as their corresponding packaged units. Thus the evaporative condenser becomes a companion piece to the Typhoon Unit for a combined installation of unit and evaporator.

U. S. Air Publishes Booklet

MINNEAPOLIS—"Practical Pointers On Air Conditioning," a sixteen-page booklet for both layman and expert, covering all phases of air treatment and air handling, has just been published by the United States Air Conditioning Corporation.

The new, liberally-illustrated booklet describes the properties of air, the problems of its control, and the application of diversified types of equipment to solve these problems.

Copies may be obtained by writing to the United States Air Conditioning Corporation, 3300 Como Avenue, S. E., Minneapolis 14, Minn.

Superior Electric Issues Bulletin

BRISTOL, CONN.—The Superior Electric Company, here, manufacturer of voltage control equipment, recently released a new 12-page bulletin featuring its complete line of standard automatic voltage regulators.

This new bulletin describes in detail the workings of the company's automatic voltage regulator in maintaining a constant output voltage, regardless of fluctuations in a-c input line voltages and changes in output load. All standard models are discussed.

Copies may be obtained by writing The Superior Electric Company, Bristol, Conn., and requesting Bulletin S351.

MPPA Sets Fire Control Record

NEW YORK—For the fifth successive year, the 400 regional exchanges of the Motion Picture Association's member companies suffered no loss or damage by fire.

This extraordinary record of safety by installations that handle daily an aggregate of some 22,000 miles of film is disclosed in an annual report of the Technical Services department—the MPPA unit which supervises the industry's voluntary program of film conservation.

According to comparative studies of loss averages in other businesses, the spectacular record of control which the 400 film exchanges have exercised year after year over the nation's greatest single industrial hazard is unsurpassed.



ONLY Century PROJECTORS

HAVE EVERYTHING

CENTURY'S high-efficiency projector with the NEW 4-inch diam. lens provides pictures of increased brightness and appeal—for even the largest drive-in screens.

CENTURY'S water-cooled aperture gives as much light with a 90 ampere arc as other projectors using a 180 ampere arc and heat filters!—Reduce power cost—Get sharper pictures—Save film.

CENTURY'S sealed, oil-less bearings and glass-hard gears reduce maintenance costs. No oil sprays or baths to mess up film or projection room.

You can SEE and HEAR the difference!

CENTURY PROJECTION AND SOUND SYSTEMS
See your dealer or write for information


CENTURY PROJECTOR CORPORATION

New York, N. Y.

EFFICIENT • DEPENDABLE

RECTIFIERS

for Every Type Projection Lamp



2-Tube
4-Tube
6-Tube

Single and Three Phase Models for

- Rotating Feed Angular Trim High Intensity
- Copper Coated Coaxial High Intensity
- 1 K.W. High Intensity
- Low Intensity

Smooth Output Current • Long Life
Low Operating Temperature
Flexibility in Control

Write today for literature or free demonstration.

THE STRONG ELECTRIC CORP.

**21 CITY PARK AVENUE
TOLEDO 2, OHIO**

PROJECTION LAMPS • RECTIFIERS
SPOTLIGHTS • REFLECTORS

THE ALL-NEW, ALL-STEEL

IDEAL

Universal chairs

effect big savings for you.

- NEW DURABILITY
- NEW COMFORT
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Wall Coverings • Painting • Ornament Plaques
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32-34 W. 60th ST., N.Y. 23, N.Y.

Masters of the Art of Decoration

DRIVE-IN THEATRES

SECTION

(The following article is the second of two devoted to recreation areas in drive-in theatres. The first, which treated simple playgrounds and their equipment, was published in the May 2, 1951, issue of PHYSICAL THEATRE. Below is a discussion of mechanized rides and their role on the drive-in recreation scene.—ED.)

WHILE simple and stationary playground equipment alone serves as a formidable inducement in attracting the younger generation to outdoor theatres, the lure of a drive-in recreation area can be considerably strengthened with the installation of power-driven devices, either alone or in conjunction with ordinary playground equipment. The latter method seems to be most widely favored because two or three rides are usually the most that the average drive-in can afford, and even this number may prove insufficient to hold the continuing interest of children by themselves. Therefore, it is common practice to have available a certain amount of playground apparatus along with whatever mobile devices are installed.

Location

Since the operation of mechanized rides will undoubtedly be accompanied by more noise, due to the movement of the devices and the excited outbursts of the children, than that which crops up in a simple playground area, their location must be carefully selected. As a general rule, they should be set up in situations where there is no possibility that their operation will interfere with adult enjoyment of the show. Some exhibitors have placed these diversions at a reasonable distance away from the parked cars, but still within the theatre area proper. Others have installed them along the highway because of their advertising effect on passersby; such a location is also chosen so that they can be operated almost as a separate entity, open to the general public as well as to actual theatre patrons.

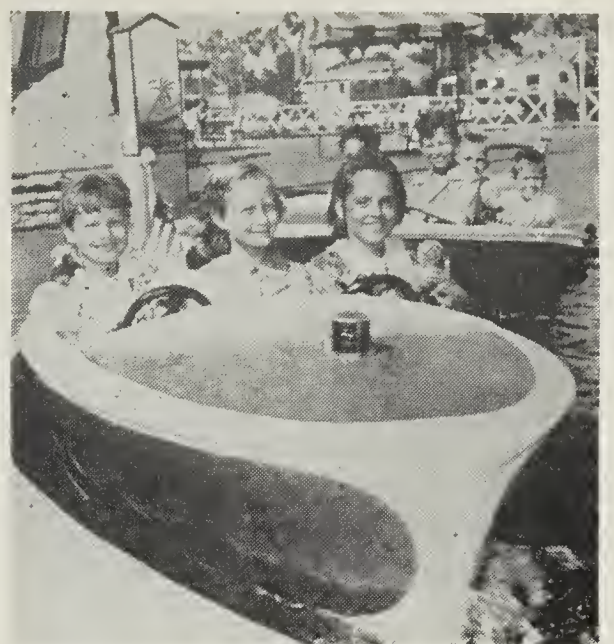
Whatever the location, the same safety measures should be taken to protect areas where rides are situated against traffic and other hazards as those followed in safeguarding ordinary playground sites. It is also advisable to set up benches or chairs near these areas so that parents may sit and watch their offspring, if they care to. Another reason for providing adult accommodations of this type lies in the fact that children will frequently want their parents to accompany them on rides, so facilities must be furnished for their comfort and relaxation also.

Equipment

It never pays to be "penny-wise" and



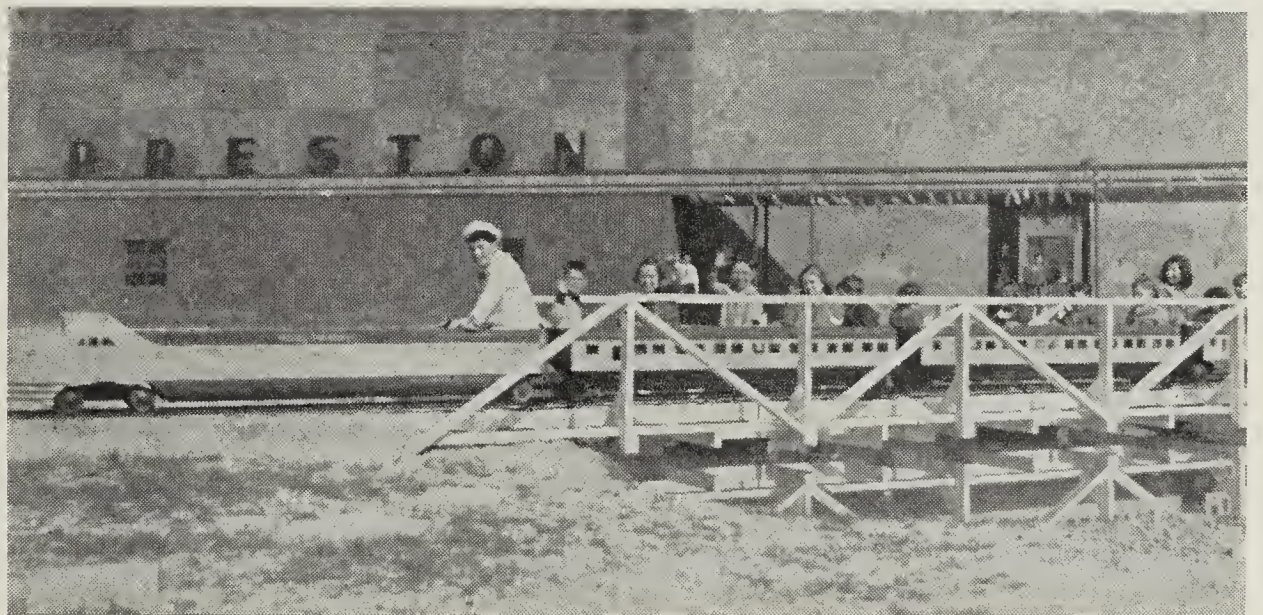
THIS IS THE "Sky Fighter Ride" by Allan Herschell Co. equipped with crackling guns. Planes rise to a height of 6½' from a platform.



POPULAR HIT with youngsters is the speed boat ride by King Amusement Co. The electrically powered craft runs in a tank of water.

Mechanized Rides In Drive-Ins

Popular Amusement Devices Are Studied With Regard To Equipment And Operational Needs



A NOTABLE FEATURE of the Preston Drive-In, Louisville, Ky., is the small train by the Miniature Train Co. in the top photo. It runs on two tracks, one near concession stand, the other along highway. ABOVE: Another favorite kiddie ride is a big red fire engine available from Overland Amusements.

"pound-foolish" in selecting mechanized devices any more than it does in choosing simple playground apparatus. Safety considerations, particularly, should deter the drive-in operator from ever purchasing an inferior piece of power-driven equipment. Only those rides which are produced by a reliable manufacturer and adequately tested should be considered. In this connection, regular inspections of installations by competent authorities are most helpful in uncovering any unexpected sources of danger. Full liability insurance coverage should, of course, be carried on all recreation operations of this type.

There are many types of amusement rides on the market today suitable for drive-in installation. Among the most popular currently in use are: miniature trains, motorboats, small ferris wheels, carousels, airplanes, buggies, etc. All of these come in a wide variety of sizes and prices, and it is up to the operator to select models which will fit his requirements and purse, while offering as much variety as possible. As pointed out previously, children will often want their parents to accompany them on rides, so the equipment chosen should be large enough and sufficiently strong to accommodate adults as well as juveniles.

Oftentimes, it will be possible to incorporate layouts for certain rides, such as miniature trains and motorboats, neatly into the landscaping scheme of the theatre. Tracks for the former can wind past and draw attention to certain interesting scenic features in the theatre grounds, while the latter may run along attractive water courses around the grounds and thereby add to their promotional value.

In addition to thorough inspections of mechanical devices by qualified experts at regular intervals, daily checks should also be made to make sure that there are no loose parts to cause trouble. All equipment should, naturally, be kept oiled, greased, and otherwise serviced. Careful storage during the closed season will help maintain it in good working order.

Supervision

The very fact that they are mobile requires that mechanical rides be supervised. In spite of thorough safeguards, children often find ways to injure themselves with mechanical devices, and experience seems to indicate that an attendant is required for each single or pair of small rides to see to it that things go smoothly.

Supervisors should be chosen who not only understand the rides, but who also are fond of children and know how to handle them. Qualified women may be employed for supervisory jobs, provided they are granted sufficient authority and not given tasks which tax their strength unduly.

Operating Policies

The question of whether or not to charge a nominal fee for rides has been a subject of heated debate since they were

first introduced to drive-in recreation areas. There are, of course, valid arguments on both sides.

Outdoor theatre operators who are opposed to charging admissions for rides contend that they should be regarded as extra services furnished free by the management. They feel that many patrons would be unwilling to pay for the cost of several rides on top of the charge for admission to the theatre. In other words, this group looks upon rides in the same way that roofed theatre operators regard premiums—extras to be given away to patrons, not sold.

On the other hand, drive-in exhibitors in favor of slight charges for rides argue that they should be a source of revenue to the theatre, particularly because of the high initial investment required to purchase the equipment and the appreciable expenses of operation, insurance, maintenance, and supervision. Furthermore, they feel that in order to be able to provide a variety of rides sufficient to meet the demands of children, they must have the money to expand their purchases.

Clay Pipe Drains Drive-In

CAMBRIDGE, MASS.—Typical of carefully designed drainage systems for outdoor theatres is that in the 1,000-car Fresh Pond Drive-In here. The first drive-in ever built in Cambridge, it is unique in that it doubles as a parking lot during the day.

Utilizing 10" vitrified clay cradle invert "skip-pipe", manufactured by The Robinson Clay Product Co., Akron, O., the system drains an area of approximately 40,000 square feet efficiently, effectively, and quickly.



ONCE SET into place, the pipe is covered with crushed stone. Drainage is aided by the cradle and transverse open slots of pipe.

Installed at a depth of 3½ to 4 feet below finished grade, the cradle invert "skip-pipe" is covered with crushed stone. Water traveling along the top cradle scours the transverse slots clean of any silt that might wash through the crushed stone.

Water soaks through the crushed stone and is picked up through the open annular spaces and the transverse slots. The discharge rate gains additional impetus as water traveling on the cradle enters the pipe at transverse drainage slots, increasing the velocity of water discharging through the pipe.

New Products

(Continued from page PT-10)

to 40 minutes with the aid of steel wool or scraper. It is pointed out, however, that a more convenient, easier method is to apply the stripper at night with an applicator or brush and remove it the next morning with a steel wool pad under a floor machine.

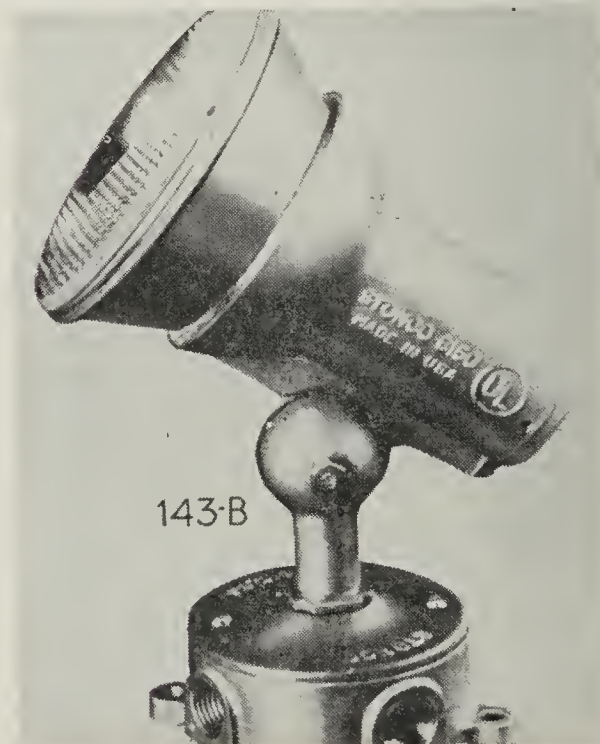


Waterproof Junction Boxes

New heavy-duty, weatherproof junction boxes made of non-corrosive cast aluminum, recently announced by the Stone Manufacturing Co., are said to include a variety of covers and fittings for universal use on almost any outdoor wiring or lighting job, including drive-ins.

The box itself reportedly has four hubs tapped ½" IPS, is provided with or without mounting lugs, has a flat aluminum cover plate sealed with a heavy cork gasket, and a separate cast aluminum cover tapped ½" IPS to take standard lamp holders for the 150-watt, 200-watt, and 300-watt outdoor weatherproof reflector bulbs now available as standard stock from all major lamp bulb manufacturers.

Used with lamp holders as illustrated, and mounted on walls where buildings form boundary lines, it is claimed that



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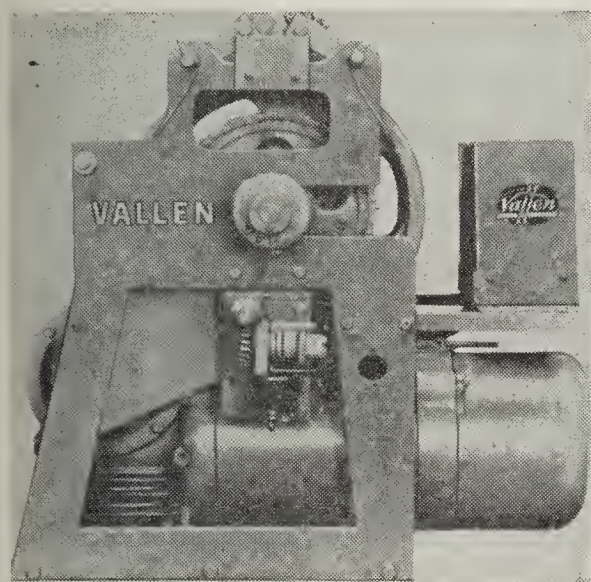
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the unit is especially effective for property-line lighting, for protective floodlighting of areas between buildings, for yard lighting, etc.

Improved Curtain Control Unit

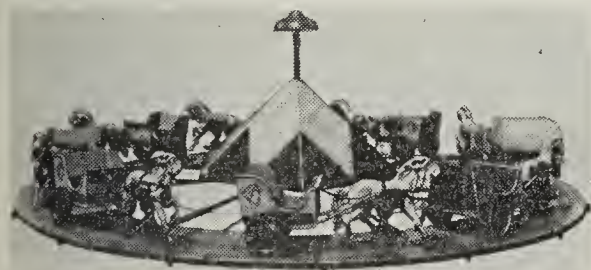
Smaller and more compact than its former model, a new and improved curtain control unit by Vallen, Inc., is said to be quite different in basic construction and appearance.

There are fewer parts to get out of order, so the possibility of breakdown has been appreciably lessened. The simplified design enables the firm to supply a dependable curtain control of precisely correct capacity for any installation.



Pony And Cart Ride

Reported to be a popular hit with children, this ride has eight durable cast-aluminum ponies and carts with an overall capacity of 16 passengers. Operating on a portable platform 20' in diameter, it is easy to assemble, dismantle, and operate.

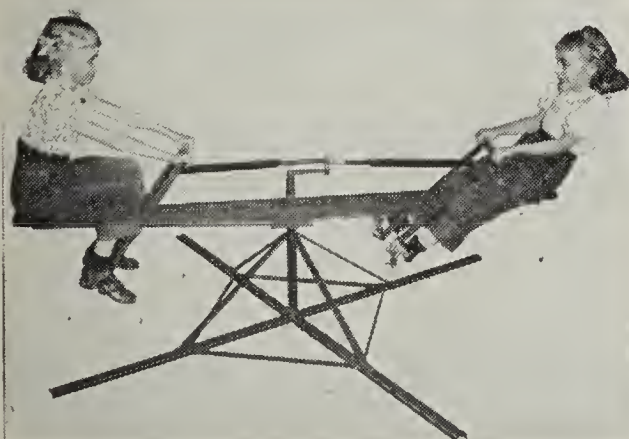


The ride is powered by a $\frac{3}{4}$ horsepower traction unit with push button control. The equipment is manufactured by B. A. Schiff and Associates and distributed by National Theatre Supply for use in drive-in theatres.

Self-Propelled Swing

A new all-steel, self-propelled swing, said to be particularly suitable for installation in drive-in recreation areas, has recently been introduced by Drive-In Theatre Manufacturing Co.

The new unit has plated tubular steel handles and steel sleeve-bearing handle



grips, while the swing has one-inch adjustable wooden seats and legs which automatically set in the ground. The iron frame will support up to 200 pounds on each end of the swing, and is built of welded truss construction.

The unit is operated by pushing on the foot pedals, then pulling on the steel handles, thus propelling the swing in a circular motion.



Boat Ride

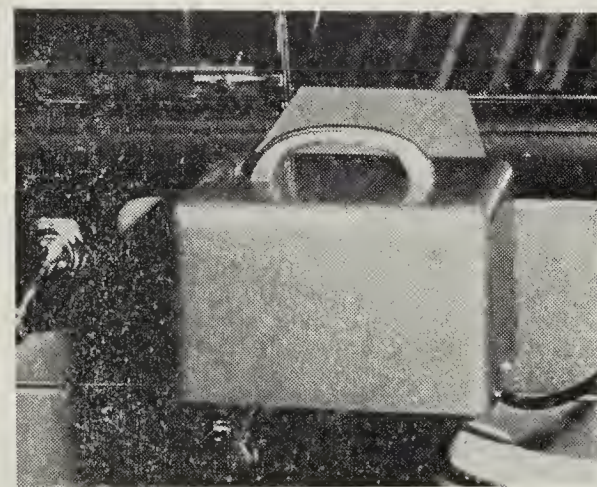
Said to be an unbeatable attraction in drive-in recreation areas, each of the five waterproof boats included in this unit seats five passengers. The boats are powered by a one-horsepower standard electric motor with push button control and run in a tank 18' in diameter.

The ride is also available with six boats which operate in a 20' wide tank. Manufactured by B. A. Schiff and Associates, the ride is distributed by National Theatre Supply.

Drive-In Heater

A new kind of in-car heater for outdoor theatres, manufactured by Wesix Electric Heater Company, is a helical coil type operating at 400 watts, 120 volt, a.c. The fan has a centrifugal type blower which is claimed to provide 15 cfm with a totally enclosed shaded pole motor.

The baked enamel case is seamless with rounded corners and a hanger to fit easily on the car door; a handle is optional at no extra cost. Regular, coil, or burglar-proof cords are available. According to the manufacturer, the switch and cord may be



installed under side of heater, if desired.

The total weight of the heater is only 7 lbs., 6 oz., with the following dimensions: 8" wide, 5" deep, and 5" high. The unit may also be supplied in 110 or 220 volts and 300 or 400 watts at the same cost, according to the company.

International "50" Chair

A new low-priced, all-veneer theatre and auditorium chair of allegedly rugged construction and said to be available with smartly styled aisle panels in either of two models, was recently announced by the Theatre Equipment Section of the RCA Engineering Products Department.

The new chair, International Model "50", reportedly features hinge action without

hinges. Both the back and seat are said to be fashioned from one-piece face veneer of five-ply construction and $\frac{7}{16}$ " thickness. The entire seat has been specially engineered for theatres, schools, and public auditoriums demanding an economical chair.



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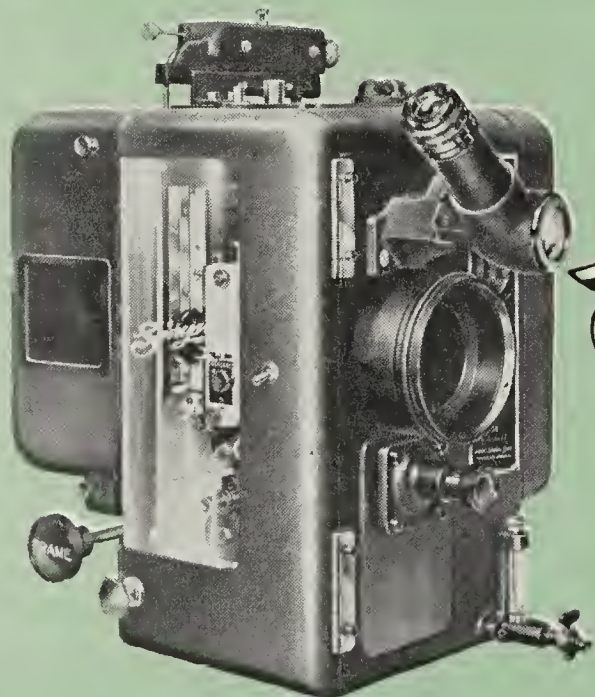
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NEWS OF THE

Territory

BRANCHES

Atlanta

R. V. Graber, home office representative, Monogram, was in visiting. . . . Enjoying their vacations in Florida were Betty Sims, secretary to Arthur C. Bromberg, president, Monogram Southern, and Dot Hammond, secretary, Kay. . . . Martin Theatres, Columbus, Ga., cut down the Pine, Fitzgerald, Ga., and Rivoli, Douglas, Ga., to two days per week. . . . In booking were: J. H. Martin, Grand, Montezuma, Ga.; Mr. and Mrs. Roy Mitchell, Mountain, Stone Mountain, Ga.; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga., and Mr. and Mrs. Jimmy Jarrell, Ritz and Roxy, Commerce, Ga.

Joe Austin, RKO, checked in after a vacation in Florida.

Bonnie Bolling, cashier, Columbia, was back after a trip to the hospital. . . . The old love bug went down to Warners, and Grace Pendley is now Mrs. Jimmy Oliver. . . . Reba Adams, booker, Republic, checked in after a stay in New York.

Charlie Woodward, 20th-Fox booker, was back after illness. . . . Joe Taylor, manager, Spring, Sulphur Springs, Fla., resigned to manage the Tallahassee Drive-In, Tallahassee, Fla.

Francis S. Falkenburg, for many years manager, Alabama, Birmingham, Ala., enters business with the Warner-Kanter Company. . . . Whip Wilson, Monogram western star, was in visiting with branch manager Hobbs.

Lippert opened a shipping depot at the office of Realart in Tampa, Fla. . . . John Crovo, manager, San Marco, Jacksonville, Fla., is celebrating its 12th anniversary. . . . New owner of the Roxy, Old Fort, N. C., is F. G. Nelson. . . . Seline Martin, booker, RKO, Charlotte, returned there from Knoxville, Tenn., where she visited her son. . . . The Sun, St. Petersburg, Fla., runs weekends.

Leonard Creech opened his 250-car drive-in near Stuart, Fla. . . . In Ferriday, Fla., manager Roberts, Arcade, completed installation of air-conditioning.

The old love bug hit Betty Ferguson, secretary, 20th-Fox. She and Sam Thornton were married recently. . . . A bill has been passed by the House of Representatives in Tallahassee, Fla., to prohibit construction of drive-in theatres within 200 yards of roads designated as state highways.

Mitchell Industries, Hartselle, Ala., manufacturer of stage equipment, is experimenting with free outdoor 16mm. pictures.

The Lam Amusement Company, Rome, Ga., closed the Gem, Newman, Ga. . . . Martin Theatres closed the Ritz, Bainbridge, Ga.; Rivoli, Douglas, Ga., and Pine, Fitzgerald, Ga.

In for a visit were Fred G. Weis and son, Alfred. . . . James Hayes, Sheridan, was married to Dorothy Davidson, same theatre.

REALART—Betty Howell was on a vacation to Florida. . . . Miss Katie Evens was off to Muskegon, Mich., for a vacation.

Visiting were Jammita Pimhelton and Jaunita Milligan, Lakemount Drive-In, Alco, Tenn. . . . Mrs. Leo Murphy, Monogram Southern Exchanges, lost her father recently. . . . Jack Hunt, sales representative, Wil-Kin Theatre Supply, was in.

Fred Young, Atlanta Popcorn and Supply, is now on Film Row, having just moved from his old quarters. He has a new office, and wants the exhibitors to make their home there while in Atlanta.

The Park, College Park, Ga., closed. The announcement followed by 24 hours an announcement that the Lakewood also closed. Reports were current that at least four other theatres, all in suburban neighborhoods, are scheduled for closing.

Charlotte

Charmaine Jean Reville, daughter of MGM branch head Jack Reville, was graduated with honors from Central High.

Jim Gilland replaced Ernest Stellings, who resigned from Stewart Theatres. . . . Charlie Mincey, booker, 20th Century-Fox, was in a local hospital. . . . Verdah Looper replaced Jimmy Slaughter, booker, Screen Guild, who resigned to join RKO. . . . R. L. Wilburn, Pacolet, Pacolet Mills, S. C., will open the

Sunset Drive-In, Buffalo, S. C., on July 1. . . . Virginia Porter, bookers' secretary, Columbia, has been promoted to the cashier's department. . . . F. B. Griggs opened the new Diane 29 Drive-In, Gastonia, N. C. . . . Hazel Resnick, cashier, Queen City Booking Service, returned after illness. . . . J. R. Bennett, Center, Clarkton, N. C., will take over operation of the Paramount, La Grange, N. C. . . . Fibber McGee, Drive-In, Winston-Salem, N. C., was in conferring with Russ Henderson, Theatre Booking Service.

Visiting were: Dusty Rhodes, Dixie Drive-In Theatres, Atlanta; R. L. Wilburn, Pacolet Mills and Buffalo, S. C.; Floyd Baker, Spruce Pines, N. C.; Mrs. J. F. Dobson, Williston, Blackville, and Barnwell, S. C.; Spud Stoker, State, Davidson, Thomasville, N. C.; Walter Brown, Boyd, Fairfield, Winnsboro, S. C.; Jimmy Highsmith, Trio, Robertsonville, N. C.; Cary Caudell, Danca, Wallace, N. C.; Jimmy Earnhardt, Taylor, Edenton, N. C., and Buddy Richardson, Lockhart, Lockhart, S. C.

Memphis

The Paramount A. W. Schwalberg drive was praised by Allied Independent Theatre Owners of the Mid-South in a recent bulletin.

Six new members were added to the board of the Tennessee Theatre Owners of America at the one-day meeting, Edwin Sapinsley, James A. West, and George Gaughan, Memphis; Nathan Flexer, Waverly; James Pepper, Kingsport, and Evan Sprott, Nashville. The officers and other board members, who represent about 375 theatres, were re-elected. Jay Solomon, Chattanooga, is president; W. A. Ruffin, Jr., Covington, vice-president, and Emil Bernstecker, Knoxville, and Atlanta, secretary-treasurer. Reelected board members were Walter Morris, Knoxville; Kermit Stengel, Nashville; R. B. Wilby and Mose



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WIL-KIN THEATRE SUPPLY, INC., 229 South Church Street, Charlotte 2, N. C.

Lebovitz, Chattanooga, and Cowan Oldham, McMinnville. The group voted to study lining up television, and also went on record as opposing the lifting of amusement tax from so-called cultural entertainment, but at the same time opposed imposing it on real cultural entertainment. M. A. Lightman, Sr., was luncheon speaker in place of Gael Sullivan. Lightman blasted divorceeism, and said it had killed the incentive to make good pictures. He also said that whereas formerly exhibitors paid about 35 per cent, and could book pictures a year ahead, and feel secure, that now they bid in the open market, and paid 50 to 55 per cent and had no security, only inferior pictures. He also condemned admitting carloads to drive-ins for one admission fee. Sam Kirby, president, Arkansas Independent Theatre Owners, said if the present high excise tax were permitted to continue, it would lead to worse abuses of the industry. He said Arkansas has a two per cent sales tax, and that is all. R. R. Pitts, New York, director of public relations, Council of Motion Pictures Organizations, was the dinner speaker.

Attending the recent convention were: Miss Louise Mask, Bolivar, Tenn.; Mrs. H. A. Fitch, Erin, Tenn.; Harry Paul, Atlanta; Nathan Flexer, Waverly, Tenn.; Sam Kirby, Little Rock, Ark.; Jim Frew, U-I, Atlanta; Aubrey Couch, Knoxville, Tenn.; Paul Herrington, Newburn, Tenn.; Mr. and Mrs. W. H. Whaley, and Mr. and Mrs. Bill Byars, Martin, Tenn.; Stanley Kenney, Mrs. Carmack Harris, and Home Harris, Covington, Tenn.; Travis Users, Greenfield, Tenn.; R. Q. Kannigan, New Orleans; Mr. and Mrs. Orris Collins, Paragould, Ark., and Jimmie Pepper, Kingsport, Tenn.

Warners' "Look Forward" promotion was generally conceded by exhibitors from Arkansas, Tennessee, and Mississippi to be one of the best public relations activities in recent years. A few personal comments were as follows: Mrs. H. A. Fitch, Erin, Tenn., "I think the pictures are wonderful, and I think the Warner event a great public relation gesture." Miss Louise Mask, Bolivar, "Very good pictures." Mr. and Mrs. W. Bayers, and Mr. and Mrs. Weedy Whalet, Martin, said the type of presentation was excellent. Ed Cullins, Memphis, said, "'Jim Thorpe' had box-office appeal." Dave Flexer, Memphis, said, "Excellent."

New Orleans

T. G. Solomon Theatres, owner of a new 500-car drive-in, received approval of the government to continue and complete the construction near Baton Rouge, La., as planned months ago. The owners say "nothing will be overlooked in putting this theatre beyond any place in the entertainment field." It will be entirely equipped with Ballantyne equipment, the latest in-a-car speakers, and the latest 400-watt drive-in amplifier furnished through Johnson Theatre Service, with installation by R. L. Johnson.

Henry Werlin, manager, Theatre Poster Exchange, Memphis, was visiting with his associates, William Cobb and Ralph Reid, Exhibitors Poster Exchange.

Hector Naquin made the rounds booking for his Cecilia, Cecilia, La., and Carmen, Breau Bridge, La. His family motored with him. . . . Reports are that Theatre Service Company will buy and book for E. R. Sellers and Milton Guidry's Yam Drive-In, Opelouses, La.

Branch manager James Briant, Loew's, is very much elated over the turnout at the showings of "Show Boat." Both at Shreveport and Monroe, La., the theatres were packed. Other cities to have special previews were Mobile, Ala.; Jackson, Miss., and Alexandria, La.

V. M. "Addie" Addison, southern publicity representative, UA, was in to plug "Oliver Twist," Joy. . . . Tom Neely, manager, National Theatre Supply, was a caller in Lafayette, La.

The violent windstorm that swept over the south central part of the state blew down and damaged the screen of the Midway Drive-In, Opelouses, La.

Among visitors were: Mr. and Mrs. John Luster, Robeline, La.; Frank Ollah, Albany, La.; Ed Jenner, Ellisville, Miss.; Joe Barcelona, Baton Rouge, La.; Sidney Metcalfe, Oaklawn, Texarkana, Tex.; C. Dennis, Skyline Drive-In, Milton, Fla.; L. Watts, Oil City, La., and Ad Orkin, Amite, Jackson, Miss.

Salesmen in were Thomas Dunn, U-I; Joel Bluestone and Bill Thomas, Republic; Alex Maillho, United Artists; Ed Shinn, Paramount, and Roy Nacaud, Lippert.

The Embassy, Gulfport, Miss., reopened. . . . Charles Lamantia, Lafayette, La., and Nick Lamantia, Bogalusa, La., visited.

Patricia "Pat" Downs was promoted at Joy Theatres, Inc. Vienna Bellelo replaces her in the bookkeeping department.

Henry J. Smith, National Theatre Supply, is ankling about on one foot. Lending his wife a hand hanging curtains, he slipped.

Mrs. Lazarus was in the Touro Hospital for a checkup. . . . Babe Cohen and Bob Saloy, Lippert, joined other laymen in a pilgrimage to Convent, La., for a three-day retreat.

John Pat Elzy replaces J. Vletas as RCA engineer. . . . Ann Dufour, assistant booker, United Artists, and son were vacationing on the Gulf Coast. Husband Lawrence, cashier, Warners, joined them.

John Dumestre, Jr., president, Southeastern Theatre Equipment, with headquarters in Atlanta, visited branch manager William Murphy, Jr., and staff. . . . Cy Bridges, MGM, reported that theatre owners and managers,

many accompanied by their wives, are turning out in gratifying numbers for screenings of "Show Boat." In charge of the showing at the Nona, Lafayette, La., he said 60 representatives of 27 theatres attended.

Joe Boyle will open a theatre for colored patrons in Winnsboro, La., on July 1. . . . Mr. and Mrs. Ralph Morton visited. . . . Tom Watson, Lyric and Varsity, Ellisville, Miss., made the rounds accompanied by Gerald Duckworth.

Among the exhibitors observed at the preview of "Show Boat" at Loew's State were: Mr. and Mrs. John Luster, W. W. Page Circuit, Robeline, La.; Frank and Bob DeGrauw, Abbeville, La.; Mrs. Harry Bye and her manager, Mrs. Ed B. Handlin, Robertsedale, Ala., and Mr. and Mrs. I. D. Basham, accompanied by W. E. Gamble, Tullos, La. All of them remained to take in Warners' "Look Forward" screenings.

Mrs. Louise Brune replaced Mrs. Rosalind Blankenship in the secretarial position at Pittman Theatres, Inc. . . . Arlene D'Arcourt, booker, Pittman Theatres, and Elaine Favaloro, cashier, Joy Theatres, Inc., are to board a flight Hollywood-bound for a two-week jaunt.

Paramount-Gulf Theatres, Inc., sold the equipment and building lease of the Buck, Biloxi, Miss., to Beach Drive-In Theatre Corporation, Biloxi, Miss. Ernest Landaiche, at the helm of Beach Drive-In Corporation, assumed operations.

Mrs. Della Favre, Paramount-Gulf Theatres' accounting department, along with her husband and son, was vacationing near Houma, La. . . . Catharine Buffet, secretary to Maurice Barr, Paramount-Gulf Theatres, vacationed in Miami, Fla. . . . B. F. Sheffield, Sheff, Poplarville, Miss., accompanied by Orville Davis, was a caller at the J. G. Broggi Booking Office.

Sammy Wright and M. A. Connett's office is now located at 218 South Liberty Street in the quarters which formerly housed Altec.

A. L. Royal, circuit owner, and his pal, Hank Jackson, Hattiesburg, Miss., were in reminding industryites that June 24-25-26 were the days of Mississippi Theatre Owners convention at the Buena Vista Hotel, Biloxi, Miss.

A good crowd of theatre owners, managers, and bookers turned out for the "Look Forward" showings of Warner forthcoming releases at C. Gulotta's Fox. Guests were served a buffet luncheon in the air-conditioned dining room of the Palm's Restaurant, hosted by amicable Luke Conner, branch manager, assisted by city salesman Al Boykin and Conner's secretary, vivacious Ethel Neal. Gus Trog, office manager, and Charles Varnado, booker, were also at hand. . . . Miles Pratt Wynne joined the Auslet Theatre Advertising Company as sales representative. The firm just finished a drive-in directory, and is now working on merchant-sponsored comic books, given away at kiddie shows.

NEWS OF THE

Territory

Chicago

Amon Ryan was appointed Central Park assistant manager. . . . The Road, closed after a fire, will be reopened in the fall by Jack Kirsch. . . . Several bids are being made for a lease on the Argmore, according to Arthur Levy, realtor.

Theatre owners have been given the opportunity to meet for the purpose of ironing out their differences through a suggestion from Federal Judge Michael Igoe, who has offered the use of his chambers and his assistance as arbitrator.

Ralph McFarland, Gateway manager, and Bonnie Sweeney were wed. . . . Judith Lindmark was named assistant to Dick Felix, new Essaness publicist. . . . Mrs. Bonnie Kerns was named manager, Copley, Akron, O. . . . Don Daigri was named utility man on the Grand staff. . . . Jonas Perlberg, Variety Club manager for several years, is taking time out for a rest.

Eileen Robinson, secretary to Seymour Simon, theatre attorney, wed William Wolf, medical student. . . . W. D. Fulton appointed Bill Meyer to run his Electric, Kansas City, Kan. . . . Earl Lovering bought the Key, Keister, Ia.

W. B. Simek bought the Neu, Ashland, Neb. . . . C. M. McLaughlin acquired the Anita, Anita, Ia., from Bruce Carmichael.

Norman Kassell, former Essaness ad publicity chief, now heading his own organization, was named to handle Barger Theatres publicity. . . . E. French Gallagher was appointed manager, Elks and Arcadia, Olney, Ill. . . . L. G. Scouten, 43, manager, Schine, Van Wert O., died of a heart attack.

Youngsters were still benefitting from scales left at low levels when the adult prices reverted to former levels. A number of houses still offer children admission at nine cents. One theatre admits the youngsters for five cents.

The second of a series of press luncheons conducted by Allied Theatres of Illinois was attended by Mae Tinee, The Tribune; Doris Arden and Tex Patton, The Sun-Times; Sam Lessner and Charles Rehfeld, The Daily News, and William Carrol, The Chicago Herald-American. Others in attendance besides Jack Kirsch, Allied president, and Jack Clark, chairman, publicity and promotional committee, were Ed Seguin, Balaban and Katz; Bruce Trinz, Clark, and Ludwig Sussman, Adelphi. Both Kirsch and Clark brought the press representatives up to date on conditions in the industry, and a bid was made to the movie critics and other depart-

mental heads of the dailies to help overcome some of the derogatory statements and attacks aimed at the industry, all of which, they said, have tended to give the public a garbled and untrue version of a vital and essential mass entertainment medium.

Hundreds who sought to see the Louis-Savold fight via TV were turned away at the Tivoli, on the South Side. An almost similar situation occurred at the State-Lake, where the bout was rebroadcast on the screen, from a TV film. The picture was then shown for a week at the Regal, also in the South Side.

Jack Kirsch, Allied president, is fighting with his members for elimination of the city's three per cent amusement tax. Following a conference with Mayor Kennelly, he wrote him a letter in which he termed the tax "punitive." Copies of the letter were sent to exhibitors asking them to lay the appeal before their aldermen.

The U. S. District Court named Martin Ward as master in chancery to hear the Gollos bankruptcy petition.

Dallas

State exhibitors seen along Film Row were: Mr. and Mrs. J. S. Wilder, Wilder, Franklin; Jack Adams, Harlem, Austin; Bob Clemmons, Ideal, Fort Worth; L. C. Tidball, New Isis, Fort Worth; J. B. Beeson, Fiesta Drive-In, El Paso; Wesley B. Blankenship, Wallace, Lubbock; Marvin McLarty, Circle Drive-In, Lubbock; M. Hightower, Grand, Fort Worth; J. C. Webb, Sunset Drive-In, Temple; Roy Parnell, Dixie, Athens; Gordon Bigham, Best, Holland; Mrs. Maggie Scott, Scott, Odessa; Mr. and Mrs. H. H. Stroud, Strand, Hamilton; Mrs. Ruth Likins, Broadway, Abilene; R. L. Osborne, Edgewood, Edgewood; Mr. and Mrs. J. T. Hitt, Hico, Hico; P. V. Williams, Roxy, Munday; Sandy Hodge, Grand, Stamford, Harold Moore, Azle, Fort Worth; B. D. Hust, Liberty, Fort Worth, and Sonny Martini, Dixie, Galveston.

Charles E. Darden, wife, and son left for New Mexico and the state convention of theatre owners.

Film Row extended heartfelt sympathy to Herman R. Beiersdorf, divisional manager, Lippert, on the passing of his wife.

Variety Club members and guests had a delicious Chuck Wagon barbecue at the Variety Club Boys' Ranch at Bedford, Tex. . . . Sam Berry, sales manager, National Theatre Supply, returned from a vacation at Hot Springs, Ark. . . . Johnny Howell, manager, Film Row's winning baseball team, is head booker at RKO. . . . Paul Short, divisional manager, National Screen Service, left for Hollywood to meet George F. Dembow, vice-president and general sales manager.

Duke Clark, division manager, and Heywood Simmons, branch manager,

Paramount, together with Bill Pine, producer, and stars of "Passage West" were guests of Phil Isley and exhibitors at the luncheon in the Town and Country Restaurant. A business meeting was held following the introduction and remarks.

Final rites were held for Louis F. Pavan, 60, Riverside, La Grange, Tex., who died in the projection booth of his theatre of a heart attack. Surviving are his widow, three sisters, and two brothers.

Denver

M. L. Simons, assistant to H. M. Richey, MGM exhibitor relations head, attended the New Mexico Theatre Owners Association convention at the Hilton Hotel, Albuquerque, N. M., to discuss industry problems.

W. L. Perry, lately in the business in Texas, leased the Northside Drive-In, Colorado Springs, Colo., from Paul Rothman. . . . The Variety Club, Tent 37, sent 12 boys from the Colorado Home for Dependent Children to western Colorado on a three-day fishing and vacation trip. . . . Mrs. Minnie Friedel, 78, mother of Henry Friedel, MGM branch manager, was killed in an auto accident in Des Moines.

Harold Pearce, shipper, Columbia, is father to a six-and-one-half-pound son. . . . Steve Ward resigned as manager, Santa Fe.

Earl Bell, Warner branch manager, was host to 150 at a buffet lunch and screenings at the Esquire. . . . Fred Brown, Black Hills Amusement Company film buyer and booker, is back on the job part-time after several weeks' treatment in St. Luke's Hospital.

Mrs. Mary Sawaya died at her home in Trinidad, Colo. She was the wife of John Sawaya, owner, Peak Drive-In, and the Strand.

James Valdee, United Artists' district manager, was here for conferences with Clarence Olson, branch manager. . . . Dave Davis, general manager, Atlas Theatres, met Coleen Gray, and escorted her to Salida, Colo., where she made a personal appearance at the Salida, and acted as queen for the boat race down the river.

Film Row visitors included: R. D. Ervin Kremmling, Colo.; Dr. F. E. Rider, Wauneta, Neb.; Mitchell Kelloff, Aguilar, Colo.; Mrs. Mary Lind, Rifle, Colo.; Glen Wittstruck, Meeker, Colo.; Kenneth Powell, Wray, Colo.; Salme and John Sawaya, Trinidad, Colo., and Frank Aydelotte, Fort Collins, Colo.

Kansas City

T and W Theatres, Inc., has been organized here, with Edward A. Terhune and A. G. Wooten handling houses in Kansas and Missouri. Terhune had been with RKO as a publicity man for several years while Wooten had managed houses in the district for some time.

The death of C. D. Crawford, former Monogram salesman, and wife in an accident in Florida was mourned.

Harold Wirthwein, Monogram-Allied Artists' western sales manager, was in to install H. L. Frost as branch manager, and discuss midwest releases for Allied Artists' "I Was An American Spy."

Los Angeles

Jack Parker Valpey, former office manager for MGM, died at the age of 47. He had been ill for the past few years, and had been with the company since August, 1925. He is survived by his widow, daughter, and mother.

Charles P. Skouras, president, Fox West Coast Theatres, hosted prominent Los Angeles civic, business, newspaper, and military officials at a luncheon at the Ambassador Hotel to form a Los Angeles Citizens' Committee to serve on the Commission for the Commemoration of the One Hundred and Seventy-Fifth Anniversary of the Signing of the Declaration of Independence.

Ed Beck is back at MGM exchange as area exploiteer.

Mrs. Pauline Abrahams, wife of Sanford Abrahams, Monogram Allied Artists' assistant director of advertising and publicity, entered the California Lutheran Hospital to undergo major surgery.

Steve Broidy, president, Allied Artists and Monogram, and Howard Stubbins, the companies' west coast franchise holder, honored Morey Goldstein, vice-president and general sales manager, at a luncheon at Perion's, where he met leading southern California independent and circuit exhibitors.

Milwaukee

About 400 exhibitors showed up for the WB "Look Forward" showings at the Alhambra with branch manager Nat Marcus acting as host. On his reception committee were: Ben Schwanke, office manager; Jake Kaiser, head booker; Wally Sickles, booker; Norman Bieringer, city salesman; Leon Dizon, southern Wisconsin salesman; Al Mintz, in charge of the Wisconsin district; Allen Crawford, northern Wisconsin salesman, and, basking in the limelight, having just been promoted to manager, Alhambra, Bob Groenert.

A meeting of Milwaukee independent exhibitors was held recently at the AITO of Wisconsin office to discuss problems confronting the independent exhibitors in the city, present booth costs, high film terms demanded by the film companies, availability of prints, and admission prices.

Harry Schlar, office manager, Paramount, became city sales manager for Metro.

An office filled with flowers greeted Miss Hilda Albrecht when she reported

at the MGM office, and, naturally, she was all smiles. She's been promoted to office manager. . . . Wallace Konrad, Princess manager, took advantage of the fact that former Milwaukeean Patsy Unertl plays opposite Whip Wilson in "Silver Raiders." In "The Greatest Show On Earth," she plays a gorilla trainer.

Edward M. Donnelly, vice-president and assistant treasurer, Fox-Wisconsin, announced that about eight of the firm's 53 houses would have to be sold as a result of the decree. . . . The Hi-Way 64 Drive-In, Marinette, Wis., formerly owned by the Badger Outdoor Theatre Company, was sold to the Thomas Theatre Company, Iron Mountain, Mich. . . . WTMJ's announcer, Tom Mercein, went to New York for several days of work in "Disc Jockey."

U-I added Bill Schwartz to its sales staff. He comes from MGM, and replaces Henry Porter, who goes to Chicago.

James Kavalary, Mars, announced that his theatre is for sale. He hopes to acquire a larger theatre.

The Liberty, owned by Mike and Adam Eshreff, is also on the market. . . . The Tosa, Wauwatosa, Wis., had a full house when MGM had a trade showing of "Show Boat." Among those present were: Fred Lienhardt, John Schuyler, Jake Eskin, Joe Strother, A. M. Spheeris, Spyro Papas, Edward Johnson, A. M. La Porte, Elmer Schwanke, L. C. Husten, and Dick and Bill Saeger.

Ben Marcus and Joe Strother were ready to board the train for Chicago to watch the theatre telecast at the Tivoli of the Joe Louis-Lee Savold fight when they heard it was postponed because of rain. . . . Johnny Schuyler, Delft Theatres Circuit, made a swing through the northern part of the state.

"How to Support Good Pictures" was the subject of a talk given by Mike Simons, MGM's public relations staff, at the 44th convention of the Wisconsin Federation of Women's Clubs, held at Delavan, Wis. Mrs. Howard Thwaitis is state motion picture chairman. Figuring prominently in the overall picture on plans and entertainment was Ben Marcus, president, AITO of Wisconsin.

Martin D. Thomas, Iron Mountain, Mich., continues to increase his holdings. In a deal just completed, interest in the Orpheum, Parkway, Strand, and Madison, all of Madison, Wis., has been acquired from the Ashley Theatre Corporation. The deal also includes the outright purchase of the Madison property. For 44 years, Thomas has been steadily increasing his activities and interests to cover many communities in Upper Michigan and Wisconsin. At Iron Mountain, he acquired the Colonial in 1916, and opened the Braumart in 1925. He is also associated as owner or operator or both in the following the-

atres: Morgan and Rex, Ironwood; Calumet and People's, Laurium; Kerredge and Orpheum, Hancock; Lode, Houghton; and Lloyd, Menominee, all in Michigan; and Fox and Hi-Way 64 Drive-In, Marinette; Fox and Lyric, Stevens Point; Jeffries, Appollo, Beverly, and Meyers, Janesville, and Fox, Fond du Lac, all in Wisconsin. Construction of two additional projects is being held in abeyance.

Minneapolis

A long-range business building plan was presented by President Ted Mann at a board meeting of North Central Allied, keyed to tie in with any business building program the Council of Motion Picture Organizations might develop. Its main scoop is on a local level, and devoted mainly to the small and sub-key towns. Several new members have joined NCA since the new administration has taken office, according to Stanley Kane, NCA executive counsel, the Welworth and Volk Circuit, the 7-Hi Drive-In, and Bud Albrecht, White Bear Lake, Minn.

Theatre managers should go to church, and take an active part in civic affairs in their community, W. H. Workman, MGM branch manager, told delegates to the annual convention of Berger Amusement Company at Brainerd, Minn. The two-day convention was attended by theatre managers and home office staff headed by Ben Berger, president, and Gil Swenberger, general manager.

Minnesota Amusement Company closed the Time, Sioux Falls, S. D. The house will be dismantled. . . . William V. Olson purchased the State, Zumbrota, Minn., from Robert L. Mowry. . . . Some independent neighborhood exhibitors are completing plans to give away automobiles in a prize drawing contest.

Lash La Rue is making a number of personal appearances with the Hennies Shows. The Pix, Green Bay, Wis., had him appear.

Reno Risch, Appleton, Minn., exhibitor, is recovering from a heart attack. . . . A display of fireworks heralded the opening of the new Minnehaha Drive-In in New Canada township, north of St. Paul, the fifth drive-in to be operated by Minnesota Entertainment Enterprises. . . . Frank and Woempner Circuit urges TV set owners to "join the crowds back to the theatre where you will see clear giant pictures on our 50,000 square inch screen."

Foster Blake, U-I western sales manager, and Mannie Gottlieb, midwest district manager, were in. . . . Piper Laurie and Tony Curtis, in "The Prince Who Was a Thief," will do three days of p.a.'s in the Twin Cities prior to the opening at the Orpheum.

Oklahoma City

The trade mourned the passing of W. A. Dolin, who was with Warners for nearly two decades when he retired in 1941.

Portland

Frank L. Newman, Sr., president, Evergreen Theatres, announced that Mose M. Mesher, manager, Oregon district, was being transferred to the Washington district in the same capacity, and that Russell Brown, manager, Paramount, had been named to head the Oregon district. The revision of executive personnel was brought about by the resignation of Lowell Parmentier, Evergreen division purchasing and merchandise manager, whose post will be taken by Carl A. Mahne, Washington district manager. Parmentier has taken a position in California. The new Oregon district manager began his theatrical career in the silent picture era in Eugene. Mesher came to Portland for Evergreen as advertising manager shortly after the theatre circuit was formed in 1932. He was later appointed assistant district manager and then placed in charge of the district following the late Albert Finke. The Washington district to which he is being transferred comprises Evergreen theatres in that state outside of Seattle. Portland theatres operated by Evergreen include the Paramount, Oriental, Orpheum, and Hollywood; theatres in Eugene, McDonald, and Rex, and the Castle and Kiggins, Vancouver, Wash.

St. Louis

For the first time, stars had prominent parts in the program of Kiwanis International during the 36th annual gathering. The guest speakers included Ronald Reagan, president, Screen Actors Guild, and 20th Century-Fox's Debra Padgett.

Exhibitors in the Omaha, Des Moines, St. Louis, and Chicago territories are violently opposed to the "must" percentage demands allegedly being made by Paramount for "Samson and Delilah," Leo F. Wolcott, board chairman, Allied Independent Theatre Owners of Iowa and Nebraska, reported at a board meeting held in the Pere Marquette Hotel, Peoria, Ill., the final of a series of 10 regional and membership meetings with film buying clinics held by Allied of Iowa and Nebraska and Mid-Central Allied. Other complaints registered included unreasonable film rental demands out of proportion to the reduced box-office results, illegal clearances, and the withdrawal of pictures under annual contracts. The southern Illinois exhibitors complained of exorbitant film transportation charges, and also condemned the St. Louis Republic branch office because it is said to be forcing unwanted features with the Roy Rogers films. The mid-summer Iowa Great Lakes business and social meeting will be held in Arnolds Park, Ia., on July 12.

In Belleville, Ill., the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois through the board of directors, meeting at the Belleville Hotel, voted to hold the annual meeting in St. Louis in late October or early November. Tom and Wesley Bloomer were hosts at the luncheon served in connection with the meeting.

Others in attendance included: Martin Davis, St. Louis; Phil Hill, Belleville; Myra Stroun, managing secretary, St. Louis; Mr. and Mrs. Harry Miller, Festus, Mo.; Frank Plumlee, Farmington, Mo.; Carson Rodgers and Bill Griffin, Cairo, Ill.; Bill Williams, Union, Mo.; Mrs. Regina Steinberg, Madison, Ill.; Russell Armentrout, Louisiana, Mo.; Charles Weeks, Dexter, Mo.; Lou Ansell, Mr. and Mrs. Joseph Ansell, Christ Enthn, John Meinardi, Tommy James, Frank Speros, Phil Nanos, and David F. Barrett, all of St. Louis, Mo.; A. D. Magarian, East St. Louis; Ed Clarke, Metropolis, Ill., and Bill Waring, Cobden, Ill.

The "Look Forward" showings of four WB pictures at the Missouri proved delightful affairs. Lester Bona, branch manager, arranged the details.

In Blytheville, Ark., Bloomer brothers, Belleville, Ill., owners, have taken a lease on the former Skyline Drive-In, a 400-car project, owned by the United Drive-In, Inc., controlled by W. B. Robertson, Houston, Tex., and reopened the theatre as the North Drive-In. The Bloomers also own and operate the Rex and Ritz and the 800-car Skyview Drive-In, Belleville, while Tom Bloomer also is a part-owner of the Mount Vernon Drive-In, Mount Vernon, Ill.

Margaret Mang, MGM head contract clerk, was married to Frank Merta. On the same day, Jeanette Winfrey, ledger clerk, Paramount, became the bride of Robert Roebke.

Charles Holmes, a new student booker for MGM, started work. . . . Harry Haas, Paramount manager; Mrs. Haas, and their son, Warren, left on a motor vacation trip to Los Angeles. . . . Meyer Boag rejoined the Goldman-Leventhal-Tobin Circuit.

Amos Leonard joined the WB sales staff filling the vacancy caused by the recent transfer of Harry Decker to Chicago.

The St. Louis film colony was sorry to learn that Philip Smith, president, Smith Management Company, and of Midwest Drive-In Theatres, had to enter Beth Israel Hospital, Boston, for an operation.

Mr. and Mrs. Harry Blount, Potosi, Mo., recently observed an important wedding anniversary. They operate the Plaza.

The mother of R. D. Fischer, owner, Star, Willow Springs, Mo., is a patient in a St. Louis hospital. . . . Mr. and Mrs. Glenn J. Geyer, Hull, Ill., are proud parents of a daughter, Deborah, born in a hospital at Hannibal, Mo. . . . Gordon Halloran, manager, and Joe Feld, city salesman and assistant manager, 20th Century-Fox, attended the sales convention in Hollywood.

A sister of Miss Kyle Epling, owner, Roxy, Stonington, Ill., was a patient in a hospital at Springfield, Ill. . . . S. Hope, Hope operator, Seasser, Ill., was

on a vacation trip to Albuquerque, N. M. . . . Chester Heidbreder, Joy, Virginia, Ill., was on a vacation trip to western points. . . . State Senator Ed Long, owner, Trojan, Troy, Mo., returned from a trip to New York State.

In East St. Louis, Ill., the various bids received at the federal auction sale of the equipment and accessories of the Avenue, have been referred to the Internal Revenue Collector's office at Springfield, Ill. The highest single bid for all of the equipment was said to have been submitted by Dave Komm, son-in-law of the late Sam Hamburg, who operated the theatre prior to its padlocking by federal agents.

Grace Rodgers, daughter of Mr. and Mrs. Carson Rodgers and granddaughter of Mr. and Mrs. I. W. Rodgers, theatre owners of Cairo, Ill., will be married in the Episcopal Church, Cairo, on July 3 to Edward L. Hill. . . . William Britt, Jr., salesman for Pictosound Movie Service, has been elected president, Film Council of Metropolitan St. Louis.

Eddie Clarke, Metropolis, Ill., exhibitor, makes effective use of radio time on the local radio station to plug motion picture shows in his theatres and drive-in. He frankly gives his personal views regarding films to be shown. On occasion, he offsets criticisms by wire recordings of what local patrons think of the pictures.

The Clark Circuit, Pittsfield, and Barry, Ill., and Louisiana and Shelby, Mo., collected \$410 for the cerebral palsy fund campaign. . . . The cooling system of the Grand, Sparta, Ill., has been placed in first class order again.

Homer Hisey resigned from the United Artists sales staff to go to New York City. Fred Lawrence, formerly ELC salesman at Memphis, joined United Artists, and will travel the Arkansas territory.

The Frisina Amusement Company's drive-in on Highway 36, Hannibal, Mo., opened for business.

Mrs. Anna Mae Williams has taken over the 200-seat Conway, Conway, Mo. It will operate on Wednesdays, Thursdays, Fridays, and Saturdays.

Jack Wright opens a 35mm. theatre in Bandana, Ky. . . . V. "Reds" Rost, Dixie, New Madrid, Mo., recently underwent an appendectomy at a Cape Girardeau, Mo., hospital. He would like to see a lot of film salesmen and exhibitors at the Knights of Columbus barbecue picnic at New Madrid on July 18. . . . Mildred Rauth installed air-conditioning in her State, Cabool, Mo.

Out-of-town exhibitors seen along Fim Row included: Dean Davis, West Plains, Mo.; Bill Swift, Virden, Ill.; Shelby McCallum, Benton and Calvert City, Ky.; Sam E. and Forrest Pirtle, Jerseyville, Ill.; Tom Bloomer, Belleville, Ill.; Marc Steinberg, East Alton, Ill., and Tom Edwards and Frank Plumlee, Farmington, Mo.

Salt Lake City

Joseph A. Walsh, head of branch operations, Paramount, was in on his current inspection tour.

Student booker Fred Holstrom, MGM, was married. . . . The son of head shipper Tom Parkin, MGM, has been acting as radio maintenance man at Olathe, Kans., with the air force.

San Antonio

Sherman Silvers, Grand Prairie, Tex., has been elected new president, Grand Prairie Junior Chamber of Commerce. . . . "Family Night" has made its debut at the Gaylynn, Beaumont, Tex., owned and operated by the Jefferson Amusement Company, according to Nathan Hanson, manager. Each Friday and Saturday nights, a whole family will be admitted for \$1. They must be in one group. Children over 12 are subject to a nine cent amusement tax.

Fred Mayer is currently doing the booking and buying locally for Statewide Drive-In Theatres. . . . The Blue Bonnet Drive-In, now known as the El Capitan, is showing one Spanish language film coupled with an English language feature.

E. G. Gordon has been named manager, Leon, Amarillo, Tex., replacing Robert Sparks, transferred to Sherman, Tex., to manage the Twin City Drive-In for the Leon Theatre Circuit. . . . Jimmy Neinast, former manager, Rio, Denison, Tex., has been transferred to Tyler, Tex., where he will be assistant manager for Interstate. He will be assistant to R. D. Letherman, former manager for Interstate at Denison. . . . The El Ranch Drive-In has been opened at Dalhart, Tex., by J. C. Parker. It has a 358 car capacity.

Calvin Mitchamore, owner-manager, Market Street Drive-In, Galena Park, Tex., is cooperating with the Peace Lutheran church in offering the drive-in for use to hold weekly religious services each Sunday morning. Mitchamore erected a special stage. . . . Forrest Gamble, who has been with the Clarksville and Texan, Clarksville, Tex., for the past seven years, resigned to manage a theatre at Roswell, N. M. . . . Frank Gardiner, owner, of a drive-in at Baird, Tex., reported that the screen was blown away, and the remainder of the drive-in almost completely destroyed.

R. E. Rushing, owner, Ward, Monahans, Tex., has filed a \$315,000 suit in federal district court against Theatre Enterprises, Inc., and nine distributors charging restraint of trade and monopolistic practices in the area. The defendants are accused of establishing and maintaining an "arbitrary and unreasonable" system of prices and quality of product. Charges of discrimination and high price fixing on all product also were included in the complaint, which asserts that as a result of these practices the Ward suffered a direct loss of business.

Theft of 221 speakers from five drive-ins, valued at \$1,189, was reported by Arthur Landsman, head, Statewide Drive-In Theatres. Landsman posted a \$10 reward for each speaker recovered, provided charges were filed. Police later arrested three teen-age boys with a speaker from the Trail Drive-In, and were questioning the boys concerning the thefts from the other drive-ins.

Sale of the Moon Lute Drive-In, Palestine, Tex., has been announced by L. S. Ducate. Purchaser was William H. Pence, who has managed theatres in Anson and Shreveport, La.

David M. Segall, KTFS, Texarkana, Tex., purchased a 310-seat theatre at Texarkana for possible use as a TV studio. . . . L. O. Morgan and his son started construction of a new 300-car capacity drive-in at Slaton, Tex. . . . J. Y. Robb opened his fifth amusement unit at Big Spring, Tex., the Jet Drive-In. H. C. Overt has been named manager. . . . Stephen Root and Pat Kennedy purchased the Howell and Dixie from the Long Theatre Circuit, Howell, Tex.

San Francisco

Ray Cooke, manager, Fairfax, Oakland, Cal., has the goodwill of Northern California theatremen to such extent rivalry was put aside the past week in celebrating the 25th anniversary of the theatre. Cooke wanted his three-day birthday celebration to resemble as much as possible the original fanfare which opened the 1500-seat theatre 25 years ago, received the cooperation of W. N. Dirks, who acted as master of ceremonies at that time in addition to Abe Blumenfeld, Blumenfeld Theatres, who was the second manager years ago, Morris Rosenberg, third manager, and Frank Galvin, fourth manager.

In honor of Father's Day, Fox West Coast and North Coast announced all fathers over 60 would be admitted free. . . . David Lewis resigned from the assistant managership, Loew's Warfield, to become associated with Jerry Zigmund's State as assistant manager, replacing Jack Wright, now at United Artists. Robert Turner has taken over the assistant manager's job at Loew's Warfield. . . . Wedding bells rang out for Mervyn A. Davenport, manager, St. Francis, and Cris Davidson, United Artists. . . . Fay Reeder, Fox West Coast Theatres San Francisco and Reno, Nev., district manager, was scheduled to undergo major surgery. . . . R. R. Northmore, head, real estate department, Fox West Coast of Northern California, became engaged. . . . Isabelle Fletcher, secretary, Sunnymount Theatres, is celebrating the arrival of her captain husband from Korea. . . . Irving Ackerman's Silver Palace will soon receive complete redecoration.

Clint Meham, booking manager, Monogram, was on vacation in Utah and Arizona. Branch manager James Myers was pinchhitting. . . . Rotus Harvey, president, PCCITO, was planning spending two days in Los Angeles

to complete plans for the organization's convention. . . . Anne Riesenberg, booker, Republic, scheduled a June 30 wedding to John Swenson.

John Norcop, Fox West Coast publicist, made the widely-read Dean Jennings' column of The Call-Bulletin. . . . For "Lorna Doone," Orpheum, manager Jack Miller made a tieup with National Biscuit Company's shortbread department.

Big news was the successful "Look Forward" showings of Warner pictures. Branch manager Al Shmitken, assisted by office manager Joe Hanley and field representative Max Bercutt, was on hand to welcome exhibitors.

Seattle

Frank Christie, buyer, Evergreen Theatres; Carl Mahne, newly-appointed purchasing agent, and Lowell Parmer-tier, former purchasing agent, who is moving to California, went to Eugene, Ore., to attend the reopening of the McDonald. They were joined at Portland by Mose Mesher, who comes to Seattle to succeed Carl Mahne as Washington district manager.

Bob Anderson, Portland city manager, Hamrick Theatres, and a reserve captain, spent a week at McChord Field on a special instruction assignment. Virgil Falkner substituted. . . . Douglas Forbes, booker, John Hamrick Theatres, left with his wife and two sons for a vacation in California. . . . Barbara Gove, secretary to Will J. Conner, executive vice-president, Hamrick Theatres, was married to Edward Sands, architecture student, University of Washington. . . . Gloria Barraclough, secretary to Paul J. McElhinney, Republic branch manager, was married to Dick Wilkinson.

Earl Keate was here on promotion for "Oliver Twist," booked to open at the Music Box. . . . Bill Thedford, assistant to Frank L. Newman, president, Evergreen Theatres, was recovering from a major operation. Newman flew out to attend a meeting of National Theatres division managers in Los Angeles. . . . John Danz, Sterling Theatres, returned from a flying trip to Los Angeles. . . . Lila Michaelson, Sterling booking department, left for a vacation. . . . Les and Cora Theuerkauf, Realart, South Tacoma, Wash., were vacationing in California. . . . Helen Cantrell, recently with Monogram, left for Wichita, Kans., where she will make her home with her sister and brother-in-law. . . . Sid Daen, Lakewood and Rex, left for Idaho to join Mrs. Dean and their daughters. . . . Jimmy O'Neill, who conducts a concession business in California, and who is Chief Barker, Variety Club, San Francisco, was in renewing old friendships.

Among state Northwest exhibitors on the Row were: Russell Miller, Chief, Manson; Jerry Divis, Rex, Brewster; Lowell Spiess, Liberty, Dayton; Gus Graff, Shelton, and A. G. Peechia, Eatonville.

NEWS OF THE

Territory

BRANCHES

Cincinnati

When Nate Wise, publicist, RKO Grand, set a special screening of Columbia's "Five" for radio and TV people, he set off a chain reaction of solid plugs for the feature.

Frank Collins, Chakeres Circuit, Springfield, O., and Loius Wiethe, local exhibitor, sat in on the TV theatre showing of the Louis-Savold fight in Cleveland.

Lea Metzger and daughter, Roseann, Kansas City, were guests of her brother, Edward Salzberg, Screen Classics president. . . . William Blum, U-I branch manager, was in Pittsburgh. . . . Gary Pilemier is a new booker at Columbia. . . . Florence Moorehouse is a new biller at Paramount. . . . Jeanne Freeman resigned as biller at NSS. . . . Sumer flu caught up with Rosella Stegmoeller at U-I, and Jerry Dick, booker, and Marie Horton, biller, at Realart.

Several hundred guests attended the wedding of Roy White, 20th-Fox salesman, son of Maurice White, Mid-States Theatres, Inc., and Miss Sally Ostrom, and the following reception in the Netherland Plaza Hotel. Among the social events preceding the wedding were a cocktail party given by the 20th-Fox office and a stag dinner at the Cincinnati Club by friends. The wedding gift of the office staff was a projector.

The MGM Club presented a Sunbeam mixer to June Beck, assistant biller, soon to become a bride. . . . The Paramount Pep Club enjoyed an annual picnic for all branch employees and their friends at the Meadowbrook Country Club. . . . Joan Scholle, talented daughter of Mrs. Mae Scholle, States Film Service, was graduated from Holmes High School with a four-year average of 94.63. Congratulations!

Recent vacationers included Lois Banbach, Lippert; Myrtle Babbitt, MGM billing department; Mazie Patterson, NSS biller; Annice Epstein, Realart booker, and Ora Jennings, State Film Service head inspectress.

Among the recent visitors were: Fred Donahue and Jim Malavazos, New Boston, O.; John Gregory, Roy Wells, and C. S. Babalas, Dayton, O.; John Valakas, Harrison, O.; C. A. Metro, Portsmouth, O.; Carl Pfister, Troy, O.; Charles Creago, Chillicothe, O.; Jack Stallings, Blanchester, O.; H. E. Bennett, Circleville, O.; Francis Raffetry and Ray Friz, Springfield, O.; Frank Mandros, Cabin Creek, W. Va.; Harold Moore and Jim Shanklin, Charleston, W. Va.; Frank Allara, Mattawan, W. Va.; Charles Bowles, Beattyville, Ky.; James Denton, Owensville, Ky.; Bob

Dinkle, Graceland, Ky.; James Howe, West Carrollton, Ky.; Dick Martin, Ashland, Ky.; William Cain, Paintsville, Ky.; Joe Marshall, Danville, Ky.; H. E. Otto and Hogan Leeter, Somerset, Ky.; Guy Greathouse, Aurora, Ind., and Charles Scott, Vevay, Ind.

Cleveland

The exclusive telecast of the Louis-Savold fight at the RKO Palace was a complete success. The Palace announced at the conclusion of the initial telecast that the LaMotta-Murphy fight will be telecast today (June 27). All 3300 Palace seats were sold at 90 cents, which is only 15 cents higher than the regular Friday night scale. Balcony as well as the main auditorium was filled with an audience composed mostly of men. The event got only moderate advertising, which consisted of newspaper space on the amusement page, but away from the regular picture ads. Movie editors of all three local dailies gave it advance stories but sports editors gave it scant notices. Exhibitor reaction was completely favorable. Substantiating this, Jack Platt, RCA local sales manager, states that his company now has about 100 RCA installation orders to be installed within a year.

Nat Wolf, Warner Theatres' Ohio zone manager, announced curtailment of personnel in the theatre department, which eliminates some 16 employees. Remaining are Wolf, district managers Dick Wright and Frank Harpster; bookers Joe Weinstein and Dave Yellen; J. Knox Strachen, publicity director, and two secretaries, Malva Rosenblatt and Hinda Saul. Robert W. Knepton, contact manager, remains with the company but is transferred to Pittsburgh, where he will cover the Pittsburgh and Cleveland exchanges. J. Knox Strachen will supervise the Allen as well as handle the theatre circuit's publicity. He will have, as co-manager,

John Bidwell, transferred from the management of the Vogue, where he will be succeeded by Edward Miller. Miller has managed the Hippodrome, which is being turned over to its new owners, Herbert Scheftel and Alfred G. Burger. Howard Higley, manager, Allen, under both the RKO and Warner regimes, goes to the Variety as manager, succeeding Frank Wheatley resigned. Dropped from the payroll are Larry Greenber, booker; Al Stern, advertising artist; D. Leonard Halper, maintenance engineer; Robert Cox, contact department; Robert Giles and Clarence Leroy, sound engineers, and most of the stenographic force.

Max Mink, RKO Palace manager, and family were vacationing in and around New York. . . . Leonard Steffens, Columbia booker, drove to Miami Beach, Fla., for his vacation. . . . RKO exchange vacationists included Kenneth Hanrahan, assistant shipper; Florence Pope, inspectress, and Pauline Diakantern, bookkeeper.

Jack Sogg, MGM branch manager, and Mrs. Sogg were in Santa Fe, N. M., to meet their newest grandson born recently to their son-in-law and daughter, Dr. and Mrs. Fred Soldow. . . . "Angelo," released through Bernie Rubin's Imperial, did well at the Lower Mall. . . . Mrs. Julius Lamm, wife of the Uptown manager, ended a stay at Mount Sinai Hospital, where she underwent an operation.

Ted Barker, publicist, Loew's Cleveland theatres, is vacationing in California.

The Cleveland Film Critics Circle unanimously voted "The Great Caruso" as the top picture released during May.

July 14 saw a reunion of the Ochs family at the home of Al Ochs in Port Clinton, O. Numbering some 30 members, there were present the families of Herbert Ochs, Cleveland; Vincent Ochs,



DON'T KILL THE MAN WITH THE FLUTE

A good sound system should be capable of reproducing the entire sound frequency range recorded on the film from the lowest 40 cycle tones of the bass viol to the 10,000 cycle tones of the flute.

MOTIOGRAPH SOUND SYSTEMS *Guarantee*

the best balanced, most complete tonal range; life-like reproduction; delicate shadings of voice; musical qualities never before approached; uniform sound level throughout the theatre.

14 models for indoor theatres from 500 to 5,000 seats and drive-ins from 200 to over 1,000 cars—ALL built to the one same high standard of quality.

FALLS CITY THEATRE EQUIPMENT COMPANY
427 S. THIRD STREET • LOUISVILLE 2, KENTUCKY

Adrian, Mich., and their only sister, Mrs. Amelia DeShetler, Columbus, O. Missing was daughter, Sue, now in Puerto Rico with her husband, Lieutenant Harry Welsh.

National Theatre Supply has a new line. In addition to selling barbecue equipment for indoor and outdoor theatres, it now also sells the barbecue makings, including beef, pork, and chow mein, all in cans, cooked, ready to heat and serve. Frank Masek, NTS branch manager, says that one can of the prepared meat makes 20 sandwiches, and at a considerable saving over fresh hamburgers. The canned meat does not require refrigeration for preservation. Some of the outdoor theatres now using this ready-to-serve dish are the Gala Drive-In, Sawyerwood, O.; Northfield Star, Northfield, O., and Telegraph Drive-In, Toledo, O.

Patricia Brunst retired as NTS bookkeeper to become a home keeper. Jeanette Spisak has taken over her duties. Another NTS newcomer is Bill Stahl, who recently joined the sales force.

Three United Artists exploiteers were in. Arthur Jeffrey was working on "Fabiola," Allen; Howard Pearl set up a campaign on "The Prowler," RKO Palace, and Ed Lurie was working on "New Mexico," Loew's Stillman. His tieup with The Plain Dealer-PTA, milk fund as party of the first part and Loew's Stillman, as party of the second part, in what is called The Plain Dealer-Stillman Indian penny contest to exploit "New Mexico" won front page space in The Plain Dealer.

A satisfactory turnout attended the Warner "Look Forward" showings at the Vogue. Practically every important theatre circuit in the territory had its representative to see the four pictures screened.

Detroit

Nicholas George, Allen Park, added Wednesday matinees in an attempt to build juvenile summer business.

Wisner and Westman ordered RCA theatre television equipment installed in its neighborhood Eastown. This marks the second local theatre TV installation. United Detroit Theatre's Michigan has been using Paramount intermediate TV equipment.

Si Lipson, treasurer and secretary, Realart, was in New York City on business.

Charles A. Komer and Irving Goldberg, Community Theatres, announced the opening of Detroit's first Kiddyland Amusement Park adjoining their Bel-Air Drive-In. The park consists of many miniature rides, all safety tested. Komer and Goldberg sought to lease the largest amusement park in the area, the Eastwood Park, which has been closed for two years. However, the East Detroit Council blocked the move, and said it would not allow any amusement park to operate in the area.

Indianapolis

Salesmen at 20th-Fox who attended a convention in Cincinnati following the Los Angeles meeting are Kenneth Dotterer, Herman W. Hallberg, and Clayton Bond. . . . On June 23, the Eastern, Fort Wayne, Ind., closed. . . . Norma Baker, 20th-Fox, resigned to join the Central Airline Company.

Bruce Kixmiller, Indiana and Colonial, Bicknell, Ind., visited Cleveland on business. . . . James Kornblum and wife, Rosedale, Evansville, Ind., were fishing in Kentucky, but luck was against them. . . . The "Jimmy Granger Friendship Drive" is off to a good start, according to Republic manager Bernard Brager. . . . Joe Scully, Republic auditor, is at the exchange. . . . Hollis Bass, Ritz, Owensville, Ky., is building a new home.

Russell Brentlinger, RKO manager, left for a district meeting in Cleveland. . . . Phyllis Hughbanks is the new typist at RKO. . . . Kenneth Collins, former manager, Greater Indianapolis Amusements, went to the west coast for a vacation. . . . The Capital and Shelby, Louisville, Ky., are now on a two-a-week change of programs.

Eighty-five exhibitors attended the Warner "Look Forward" films at the Fountain Square.

Exhibitors on Film Row were: R. L. Norton, Key, Red Key, Ind.; Don La Brun, Kent, South Whitley, Ind.; Oscar Fine, Fine Circuit, Evansville, Ind.; James Elliott, Cardinal, Hodgenville, Ky.; Morton Weinberg, Crescent-Shelmar, Louisville, Ky., and Larry Shubnell, Mallers Circuit, Fort Wayne, Ind.

Pittsburgh

The Variety Club, Tent 1, honored Saal Gottlieb on his promotion from MGM branch manager to New York-New Jersey district manager for the company at a testimonial dinner at the William Penn Hotel. John Walsh, Chief Barker, and Morris Finkel, Allied National director and board chairman, were co-chairmen, while Wally Allen, Allied business manager and Max Shabason, MGM sales manager, were in charge of publicity and arrangements.

The first exclusive showing on large screen television of a sports event at the Fulton, the Joe Louis-Lee Savold fight, saw 1800 patrons in the theatre, including 200 standees. Over 750 were turned away. Police had to help control the crowds, and a boxoffice window was broken in the rush. The theatre closed down at 6 p.m., and charged \$1.30, including tax, or \$1 net. One Pittsburgh daily gave the crowd and event a front page story, and the others used the sports pages. The Fulton uses the General Precision television setup, which photographs from a TV tube on 16mm. and uses a 16mm. projector.

U-I brought Tony Curtis and Piper Laurie here. They went through the usual press luncheons, interviews, radio

appearances, and cocktail parties. . . . Warners brought in director Alfred Hitchcock.

David Hadburg, Hazelwood, has been named general convention chairman, Allied Motion Picture Theatre Owners convention, Nov. 26 and 27. . . . Bill Brooks has been upped to general manager, Cooperative Theatre Service, replacing Weldon Waters, who resigned to join the Dipson Theatres, Wheeling, W. Va. Bob Kimmelman, booker, was given Brooks' position as head booker.

The Milton Ripps, he's the U-I salesman, have a new daughter, their second.

Two well-known theatre men who haven't been seen on Film Row in months were seen, Ray Allison, Allison Circuit, with headquarters in Altoona, Pa., and Mike Manos, Manos Circuit, Greensburg, Pa. . . . Many of the drive-ins in this area are planning fireworks for July 4, and some are also having midnight spook shows on July 3. . . . Film salesmen and other travelers are advised that there is a gas war in and around Altoona, Pa.

Associated Drive-In Theatres purchased the Dependable Drive-In, near the new airport, from Joe Marcus and his associates. . . . Theodore Grance, Outdoor Theatres, was in Atlantic City as a delegate at a convention. Grance operates eight drive-ins in addition to a conventional theatre in Everett, Pa.

Bill Mack, National Screen salesman, has a customer looking for the services of a clever theatre manager, who knows how to exploit pictures, and who is not afraid to work. It is a six-day town near Pittsburgh. Contact Mack.

Jack Simons, former manager, Barry, until it closed, has been appointed manager, State, replacing Ray Wheeler, resigned. The State plays last-run pictures. Simons was formerly manager for Loew's in Providence, R. I., and in Pittsburgh in the late 20's at the Aldine, now the New Nixon.

Joe Minsky, brother of Howard Minsky, Paramount district manager, and a former ELC district manager, was married in the Germantown Jewish Center, Philadelphia, on June 22. He is booking and buying for the Warner Theatres, Newark, N. J.

A report has just been issued by Harrisburg, Pa., that 85,000 soft coal miners are out of work or working one or two days a week. The amount of unemployment insurance being paid miners amounts to \$450,000 a month. Scores of small town theatres who rely on the patronage of miners exclusively are affected seriously by this unemployment.

Carl Reardon, U-I salesman, who has been promoted to New Haven branch manager, phoned his accounts at his own expense to thank them for the business which helped get him promoted, and to say goodbye.

NEWS OF THE

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The Whalley and Whitney had special Father's Day celebrations. . . . The

Grand had "Date Night." . . . The Post Drive-In gave free hot dogs and Cokes to occupants of cars entering the theatre with the greatest number of persons on a recent Wednesday night. . . . L. Edwards, Paramount assistant, returned from a Cape Edwards vacation. . . . Marshall Jones, Paramount projectionist, was a vacationist. . . . Al Monty, "Mr. Sweep," was the feature of two recent kiddie shows at the White Way. . . . Dean Martin and Jerry Lewis are to be headliners of a one-day show booked in at the Paramount. . . . Morris Rosenthal, Loew's Poli, and his staff were working on angles to bally the new summer show season. . . . W. Buxbaum, Loew's Poli, was a vacationist.

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The Film Row softball team continues to win. . . . Morris Alderman, 20th Century-Fox, received a nice tan when he visited in Florida. . . . The 20th Century-Fox employees are planning a beach party. . . . Metro's outing was shifted to June 27. . . . Betty Keldher, 20th Century-Fox, postcarded friends from Atlantic City. . . . Middlesex, Middletown, had a gala reopening. . . . The Bristol, Bristol, is now on a summer policy.

The Circle, Manchester, has no matinees Mondays through Fridays. . . . The Watford Drive-In, New London, had Father's Day special gifts. . . . The Palace, New Britain, offered free admission to the first 25 persons bringing an Indian arrowhead at the recent Saturday afternoon showing of "Apache Drums." . . . Graduation exercises for the Derby High School was held at the Commodore Hull, Derby. . . . The Empress, Danbury, did a nice job exploiting "Go For Broke." Included in the campaign was a full page of co-op ads.

George H. Lougee has succeeded Carl Halpen as manager, E. M. Loew Drive, Milford. . . . Herman Pollock resigned as assistant manager, Warner, Bridgeport.

Carl Reardon, formerly a salesman for U-I in Pittsburgh, has been made local branch head. Former branch manager Arthur Greenfield has been shifted to a similar spot in Portland. Friends were planning a farewell banquet for him.

Add to the vacation list: MGM—Gloria Altieri, July 16 and Sept. 10; Mary Worstell, July 28 and Aug. 3; Madaline Massaro, July 9 and Aug. 3; Anne Pappiano, Aug. 6 and Sept. 24; Molly Smith, July 16; Saul Shiffrin,

Aug. 6 and Aug. 13; Elsie DeCrescenzo, Sept. 17 and Sept. 24; and Alba Giannotti, July 23 and Aug. 20.

Connecticut Greenwich

Bill Smith, Pickwick, is now at Sampson Air Force Base, N. Y.

Hartford

At the Strand, Janet Orzech and Doris Powers resigned. Harry Hoff, chief electrician, was looking over travel ads.

Louise Irons resigned as secretary to George E. Landers, division manager, E. M. Loew Circuit.

E. M. LOEW'S NOTES—George E. Landers, division manager was busy supervising last-minute construction work on the Farmington Drive-In, an 850-car capacity project. . . . Mary Grady, Hartford Theatre Circuit, got home from a Buffalo vacation trip. . . . George Lougee, former manager, Olympia, Lynn, Mass., an E. M. Loew house, was named manager, Milford Drive-In. He replaces Carl Hellpen, who resigned to go into radio work.

Slated to leave for a six-week vacation trip to Los Angeles by car were Mr. and Mrs. Ted Harris, State, and their daughter, Ann.

Norm Levinson, Loew-Poli assistant manager, and John Patno, Allyn assistant, sounded a call for prospective softball teams for entry in a proposed Hartford area theatre softball league, with games to be played on Sunday mornings at Colt's Park. Interested theatremen are asked to call Levinson, 2-0375, or Patno, 2-4475.

Massachusetts Fall River

Mrs. Elizabeth Perry and Mrs. Frank Sweeney, who found a lost wallet containing \$100 and valuable papers following a performance at the Durfee, each received \$20 when they returned it to its owner.

The Capitol closed for the summer season. . . . June has been labelled "Family Month" at the Strand, where children under 12, accompanied by adults, are admitted free to any performance after 5 p.m. daily.

Springfield

Mel Strauss was in for "Little Big Horn," his first trip here since a p.a. stint for Anton Karas. . . . Joe Mansfield, formerly of ELC, was here to huddle with Bijou's Ed Harrison for tie-ins on "Fabiola," UA.

The Court Square, due to fade as a play and vaude house next season, is now sticking strictly to week runs of foreign films. . . . The Broadway, closed for the summer, has a sign saying alterations are in process.

New Hampshire Berlin

A former theatre manager for the Allied Theatres, Edward O. Gilbert, 76,

died. He retired in 1948. He leaves his wife, Mrs. Theresa Gilbert, a son, Ralph F. Gilbert, and a daughter, Miss Dorothy Gilbert.

Bristol

Bristol High School graduation exercises were held in the Bristol.

Concord

The proposed 10 per cent admissions levy offered as one solution to the problem of balancing the state budget for the next two years was sent to the New Hampshire Supreme Court for a ruling on its constitutionality.

Dover

Six Dover High School girls had minor roles in the short subject, "The Fifth Freedom," Strand.

Lisbon

Mr. and Mrs. Carl Richmond, who took over the local theatre, report that business is going "particularly well." The Richmonds came here after retiring from Worcester, Mass.

Littleton

Jax, Jr., theatre asks in a newspaper advertisement the question, "What's wrong, folks?" Jack B. Eames, manager, states: "I have had several people ask me if we were going to have certain pictures. Practically every request has been for pictures which we have shown since opening."

Nashua

Free ice cream was given to the first 500 children attending a Saturday matinee at the State.

Mrs. N. McAdoo Leighton presented a revue of dance pupils at the Colonial.

North Woodstock

The Corliss will open on June 30.

Rochester

Sincerely missed is Fred A. Couture, in the motion picture business for 35 years. He was in his 67th year when he died. Couture was manager and part-owner, State, Dover, N. H., and the Scenic, Pittsfield, N. H., and had a lease on the Scenic, Rochester, N. H., for many years. Couture became interested in the moving picture industry over 40 years ago.

Somersworth

The American Legion musical revue was held at the Somersworth.

Vermont Newport

The Border, on the Newport, Vt.,-Rock Island, Que., line, discontinued Sunday matinees.

West Rutland

The Joy closed for three days during graduation week activities in the public schools.

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Max Birnbaum, WB branch manager; John Hesse, WB Theatres' executive, and manager Ed Lynch, Roger Sherman, arranged for a special screening of "Jim Thorpe" for a group of visiting college stars training at Yale for the national collegiate AA swimming meet.

Metro's "Anniversary Week" will be held from Aug. 19 to 25, and the boys in branch manager Phil Gravit's exchange are endeavoring to have Leo, the Lion, on every screen that week.

The Film Row softball team continues to win. . . . Morris Alderman, 20th Century-Fox, received a nice tan when he visited in Florida. . . . The 20th Century-Fox employees are planning a beach party. . . . Metro's outing was shifted to June 27. . . . Betty Keldheer, 20th Century-Fox, postcarded friends from Atlantic City. . . . Middlesex, Middletown, had a gala reopening. . . . The Bristol, Bristol, is now on a summer policy.

The Circle, Manchester, has no matinees Mondays through Fridays. . . . The Watford Drive-In, New London, had Father's Day special gifts. . . . The Palace, New Britain, offered free admission to the first 25 persons bringing an Indian arrowhead at the recent Saturday afternoon showing of "Apache Drums." . . . Graduation exercises for the Derby High School was held at the Commodore Hull, Derby. . . . The Empress, Danbury, did a nice job exploiting "Go For Broke." Included in the campaign was a full page of co-op ads.

George H. Lougee has succeeded Carl Halpen as manager, E. M. Loew Drive, Milford. . . . Herman Pollock resigned as assistant manager, Warner, Bridgeport.

Carl Reardon, formerly a salesman for U-I in Pittsburgh, has been made local branch head. Former branch manager Arthur Greenfield has been shifted to a similar spot in Portland. Friends were planning a farewell banquet for him.

Add to the vacation list: MGM—Gloria Altieri, July 16 and Sept. 10; Mary Worstell, July 28 and Aug. 3; Madaline Massaro, July 9 and Aug. 3; Anne Pappiano, Aug. 6 and Sept. 24; Molly Smith, July 16; Saul Shiffrin,

Aug. 6 and Aug. 13; Elsie DeCrescenzo, Sept. 17 and Sept. 24; and Alba Giannotti, July 23 and Aug. 20.

Connecticut Greenwich

Bill Smith, Pickwick, is now at Sampson Air Force Base, N. Y.

Hartford

At the Strand, Janet Orzech and Doris Powers resigned. Harry Hoff, chief electrician, was looking over travel ads.

Louise Irons resigned as secretary to George E. Landers, division manager, E. M. Loew Circuit.

E. M. LOEW'S NOTES—George E. Landers, division manager was busy supervising last-minute construction work on the Farmington Drive-In, an 850-car capacity project. . . . Mary Grady, Hartford Theatre Circuit, got home from a Buffalo vacation trip. . . . George Lougee, former manager, Olympia, Lynn, Mass., an E. M. Loew house, was named manager, Milford Drive-In. He replaces Carl Hellpen, who resigned to go into radio work.

Slated to leave for a six-week vacation trip to Los Angeles by car were Mr. and Mrs. Ted Harris, State, and their daughter, Ann.

Norm Levinson, Loew-Poli assistant manager, and John Patno, Allyn assistant, sounded a call for prospective softball teams for entry in a proposed Hartford area theatre softball league, with games to be played on Sunday mornings at Colt's Park. Interested theatremen are asked to call Levinson, 2-0375, or Patno, 2-4475.

Massachusetts Fall River

Mrs. Elizabeth Perry and Mrs. Frank Sweeney, who found a lost wallet containing \$100 and valuable papers following a performance at the Durfee, each received \$20 when they returned it to its owner.

The Capitol closed for the summer season. . . . June has been labelled "Family Month" at the Strand, where children under 12, accompanied by adults, are admitted free to any performance after 5 p.m. daily.

Springfield

Mel Strauss was in for "Little Big Horn," his first trip here since a p.a. stint for Anton Karas. . . . Joe Mansfield, formerly of ELC, was here to huddle with Bijou's Ed Harrison for tie-ins on "Fabiola," UA.

The Court Square, due to fade as a play and vaude house next season, is now sticking strictly to week runs of foreign films. . . . The Broadway, closed for the summer, has a sign saying alterations are in process.

New Hampshire Berlin

A former theatre manager for the Allied Theatres, Edward O. Gilbert, 76,

died. He retired in 1948. He leaves his wife, Mrs. Theresa Gilbert, a son, Ralph F. Gilbert, and a daughter, Miss Dorothy Gilbert.

Bristol

Bristol High School graduation exercises were held in the Bristol.

Concord

The proposed 10 per cent admissions levy offered as one solution to the problem of balancing the state budget for the next two years was sent to the New Hampshire Supreme Court for a ruling on its constitutionality.

Dover

Six Dover High School girls had minor roles in the short subject, "The Fifth Freedom," Strand.

Lisbon

Mr. and Mrs. Carl Richmond, who took over the local theatre, report that business is going "particularly well." The Richmonds came here after retiring from Worcester, Mass.

Littleton

Jax, Jr., theatre asks in a newspaper advertisement the question, "What's wrong, folks?" Jack B. Eames, manager, states: "I have had several people ask me if we were going to have certain pictures. Practically every request has been for pictures which we have shown since opening."

Nashua

Free ice cream was given to the first 500 children attending a Saturday matinee at the State.

Mrs. N. McAdoo Leighton presented a revue of dance pupils at the Colonial.

North Woodstock

The Corliss will open on June 30.

Rochester

Sincerely missed is Fred A. Couture, in the motion picture business for 35 years. He was in his 67th year when he died. Couture was manager and part-owner, State, Dover, N. H., and the Scenic, Pittsfield, N. H., and had a lease on the Scenic, Rochester, N. H., for many years. Couture became interested in the moving picture industry over 40 years ago.

Somersworth

The American Legion musical revue was held at the Somersworth.

Vermont Newport

The Border, on the Newport, Vt.,-Rock Island, Que., line, discontinued Sunday matinees.

West Rutland

The Joy closed for three days during graduation week activities in the public schools.

NEWS OF THE

Territory

New York City
Crosstown

Peter F. Pugliese, RKO legal department, was awarded a degree of Doctor of Juridical Science from New York University. The degree is the highest to be conferred in the field of law. Pugliese's thesis for the degree was "Kill or Cure: Application of the Anti-Trust Laws to the Motion Picture Industry—an Historical Treatment."

The following theatres closed: Plaza, Brooklyn; Burke, Bronx; Moshula, Bronx, and Scarsdale, Scarsdale; Hamilton, Trenton, N. J.; Windsor, West Orange, N. J., and Orpheum, Jersey City, N. J. . . . The new theatre in Lake Minnewaska, Ulster County, is operated by George H. Smiley and Son, Inc.

Liggett-Florin's assistant booker, Selma Epstein, was home recuperating from a minor operation.

Emmanuel Kandel, vice-president, Bonded Film Storage, was married to Harriet Bender. The couple departed for a two-week honeymoon in Canada.

Following a regular membership meeting of Allied Theatre Owners of New Jersey, Wilbur Snaper, president, stated that the organization's members are in agreement that one cause of present conditions is that there are not enough pictures in circulation. Distributors are to be urged by the group to "get off the shelf" product they have in reserve.

The New York Journal-American Fund for Disabled War Veterans will receive 100 per cent of the proceeds of the premiere of "Hard, Fast and Beautiful," at the Astor on June 29.

Films made in America, by Americans, but never seen by American audiences, were presented, with their directors, by the Screen Directors' Guild, at its Fifth Public Film Forum at the Museum of Modern Art Auditorium. Five films and an excerpt from a sixth were shown under the title, "American Films Americans Don't See." The films, made for distribution in Japan and the Ryukyus, were produced under the supervision of the Motion Picture Section of the Reorientation Division, Office for Occupied Areas, Office of the Secretary of the Army.

It was a boy at the Joe Angusani's. Dad is the assistant advertising production manager at 20th-Fox.

Former members of the navy's daring Underwater Demolition Teams will be guests of honor at the world premiere of "The Frogmen," at the Roxy on June 29.

Mrs. George Kirby, wife of the manager, Loew's Olympia, died suddenly.

Funeral services were held at Riverside Memorial Chapel.

Irving Allen, producer of United Artists' Anscocolor adventure film, "New Mexico," arrived for a series of conferences with William Heineman, UA vice-president in charge of distribution and Max E. Youngstein, UA vice-president in charge of advertising publicity, and exploitation.

The John J. Reynolds, Inc., real estate firm reported the sale of Warners' 10-story warehouse on West 54th Street to Robert J. Marony, Norwalk, Conn. The property was held for \$1,800,000, and was sold for all cash. U-I leases space in the building.

A son, their second child, was born to Mr. and Mrs. Edwin Gage at Lenox Hill Hospital. Mrs. Gage is the former Suzanne Reade, daughter of Walter Reade and Mrs. Reade. The child has been named Thomas Edwin. Mr. and Mrs. Gage have a daughter, Linda, age nine.

New Jersey
Morristown

Ralph Lanterman, city manager, Walter Reade Theatres, has been elected first vice-president, Lions Club.

Following the successful presentation of "Snow White and the Seven Dwarfs" in every Walter Reade Theatre community earlier this spring. Penthouse Productions will present the children's stage play "Hansel and Gretel" in five Reade theatres later this month. The production has been booked to play the local Community, the Plainfield Oxford, Red Bank Carlton, Long Branch Paramount, and Asbury Park Paramount.

Newark

Clem Murphy, manager, Ritz, Elizabeth, N. J., has been away from his Newark theatre due to being ill. . . . William Clark, head of publicity and advertising, Warner Brothers Jersey Circuit, was vacationing. . . . Adolphe Finkenstein, manager, Embassy, Orange, N. J., ran an old-fashioned costume parade through a tie-in with merchants.

Perth Amboy

Fifteen merchants tied up with Billy Saxton, city manager, Walter Reade Theatres, for a full-page cooperative ad in The Perth Amboy Evening News for "The Great Caruso." Each merchant advertised a special item for sale, offering passes to the first 20 patrons who made purchases.

New York State
Albany

Alan V. Iselin, former assistant general manager, Hellman Enterprises, left to join the Fairway Manufacturing Corporation. . . . Lou Gonic, formerly of Boston, is now a salesman for Columbia. Another new salesman is Herb Schwartz, transferred here from Cincinnati. He replaces Ken Yale, who went into business for himself.

Schwartz' home town is Schenectady. . . . John Ross, RKO shipper, absent since April 11 due to illness, returned. . . . Joyce Hellman, daughter of Mr. and Mrs. Neil Hellman, graduated from St. Agnes Girls' Academy and has been accepted at Cornell University. Miss Hellman will major in home economics and merchandising. . . . Al Arre, Warner Theatres' home office representative, spent several weeks in the office.

Congratulations go to Bennett Goldstein, Loew's office manager-booker, and Mrs. Goldstein upon the birth of their second child, born at the Albany Hospital. . . . Bernie Brooks, Fabian film buyer, New York, was a visitor. . . . Mildred E. Belkin, secretary to James P. Faughnan, Warner Theatres' contact manager, spent a weekend in New York. . . . Helen Dravick, 20th Century-Fox, was married to Rocco D'Amica, and is honeymooning in Canada. . . . Dan Houlihan, 20th Century-Fox branch manager, returned after attending a sales convention in Los Angeles.
—M. E. B.

Binghamton

Comerford has taken over the Cameo.

Buffalo

A coast-to-coast broadcast by Ralph Flanagan over the ABC network was presented from the stage of Shea's Buffalo. . . . Theatres were cooperating in the United Cerebral Palsy 1951 campaign.

John Murphy, Loew's home office executive, flew in from New York to attend the funeral of Mrs. Elizabeth McFaul. . . . George Holl, Shea's Lackawanna manager, had live entertainment on his stage with a presentation of a jazz concert by Jay Solar.

Al Pierce, Shea's Bellevue manager, Niagara Falls, was vacationing. . . . Bert Lapetina, manager, Shea's North Park, went to New York to attend the national convention of the American Federation of Musicians. . . . It is hoped for the speedy recovery of the father of Ed Smith, RKO shipper.

Paramount's Kenmore is closing three days a week. The house will be open on Saturday, Sunday, and Monday, according to James Eshelman, district manager. . . . Lawrence Briggs is the new Kenmore manager, succeeding Charles Daniels, recalled to active service in the navy.

Walter Burgen, assistant manager, Center, and Edward Mead Shea, publicity director, spent a weekend at Alleghany State Park.

Dalton Burgett has taken over the State, Dunkirk, formerly operated by H. P. Lally. . . . The Strand, Oswego, will be open on Saturdays and Sundays, it was announced.

Schine closed the Lake, Rochester. . . . J. D. Woodburn opened his Higgins Hall, Chautauqua, for the summer.



"Have a heart" is probably what New York City's first lady, Mrs. Vincent Impellitteri, representing the New York Heart Association, said to Alfred Hitchcock, whose latest Warners' film, "Strangers On A Train," won him the title of "Heart Palpitator Number One."

Booking and buying for the following theatres belonging to the Dipson Circuit have been taken over by Co-Operative Theatres of Buffalo: Amherst, Amherst; Bailey, Buffalo; Capitol, Buffalo; Dipson's Abbott, Lackawanna; Franklin, Lackawanna; Dipson's Lyell, Rochester, and Star, Tonawanda.

Matt Konczakowski, president of the circuit of that name, announced the closing of his Regent, four nights a week. . . . Marvin Atlas closed his Commodore on Tuesday, Wednesday, and Thursday for the summer.

—M. G.

Gloversville

The Schine Circuit began a series of summer meetings on operation and business promotion with a conclave at the Pontiac, Saranac Lake. District meetings were to follow in Syracuse and Geneva, and in Ohio, Kentucky, and Maryland.

Kingston

Fred Bartholdi has been appointed manager, Broadway, 1900-seat Walter Reade theatre. Prior to joining the Reade organization, he was for many years associated with Skouras Theatres as a manager.

Lockport

In the first "Bingo" test case in Niagara County, Edward C. Burns was convicted of violating state anti-lottery statutes by running a "Bingo" game at the Gorge Auditorium, Niagara Falls. Burns was convicted by a jury on two misdemeanor charges and one felony count.

Rochester

Arthur Krolick and Louis Thompson combined forces in promoting run of "Tony Draws a Horse," Regent, with trailers and enlarged rave reviews featured at both the Paramount and Regent. An invitation preview, magazine distribution, lobby premiere, and an artist sketching contest, in cooperation with Edwards Department Store, for cash prizes were features of their campaign.

Manager Edmund Howard, Rochester Drive-In, installed a larger screen. . . .

EYEING THE

Exchanges

NEW YORK—One of the features of the "Jimmy Grainger Friendship" at Republic is a drive within a drive. The two-week period, starting on June 23, has been dedicated to the branch manager, salesmen, and bookers. The folks honored are branch manager William Murphy, salesmen Robert Fannon, Tony Ricci, and Bob Finkel, and bookers Jimmy Dennett, Ann Plisco, and Dave Bass. This should be an incentive for the branch to make a good showing in the main drive, which runs through Sept. 29.

MGM—Folks were saddened to learn of the death of Helen Cohen's father. . . . Booker J. Cunniff was on his vacation. . . . Night film inspector Irving Blumenfeld is back after a vacation. . . . Mildred Boyd left. . . . Booker Moe Rose and Mario Mirra, night shipper, were on vacation. . . . Shipper Sidney Levine is happy about his switch to the day shift.

U-INTERNATIONAL—New addition to the booking department is Abe Bunis. . . . Print booker Marvin Friedlander is back after a respite. . . . Booker Hal Rosen played at the wedding of Max Cohen's son. . . . Typist Lucille Poppin is enjoying that vacation.

UNITED ARTISTS—Secretary Joan Roache resigned. . . . Senior booker Ben Levine and his spouse celebrated 15 years of happy married life. . . . Secretary Tomasina Prisitelli is back after being out ill. . . . Office manager Myron Starr and his wife had an anniversary on June 18. Starr's little daughter re-

Jerry Baker, RKO Palace chief, returned from a vacation during which Frank Lindcamp was acting manager. . . . The police drive against "Bingo" quieted down, but the former big games had not resumed.

Major downtown theatres have closed their back boxoffices. . . . Manager Lester Pollock, Loew's, arranged a Saturday morning kid show with 15 all-color



Monica Lewis, record star and night club favorite, who makes her film debut in MGM's "Excuse My Dust," is seen as she recently checked recordings from the film in New York with Howard Dietz, MGM's ad-publicity director.

cently won a bicycle and an appearance on the National Shoe Store's TV program.

RKO—Emily Teese, film room, was accepting birthday congratulations. . . . Friends were happy to hear of the wedding of former employee Lotta Simon. . . . Pearl Yampolsky, boxoffice statement department, was ill. . . . Audrey Liebowitz, typist-clerk, middle-aisled it on June 23.

PARAMOUNT—The new addition to the accounting department is Bernice Reed. . . . Booker Harvey Epstein is back after that respite.

20TH CENTURY-FOX—Sylvia Weitz, booking department, vacationed. . . . New Jersey salesman Moe Kurtz is spending his vacation in Syracuse. . . . Secretary Frances Singer was very happy about the graduation of her daughter, Marni, from Columbus High School. . . . Jerry Goldstein, shipping room, was on vacation.

RAMBLIN' 'ROUND—Screencraft President Jack Berkson and wife, had a wonderful visit with their son in Buffalo. . . . Film inspectress Maye Burke is back at Bonded after her vacation. Ditto inspectress Charlotte Cowan. . . . Columbia salesman and bookers were really working for those two-week salary checks to the winners of the "Montague Sweepstakes." . . . Ann Appel, Warners, was enjoying a respite. . . . Famous is readying "Criminals of the Underworld," "Massacre in the Orient," "Fighting the Racketeers," and "Guerillas of the Underground" for release. . . . Business agent for Local B-51, Film Exchange Employees Union, Jerry Tomasetti, is back after attending the convention in Buffalo.

—ARNOLD FARBER

cartoons, along with Jimmy Raymond, television singer, and Jimmy O'Flynn, child star, as live attractions. . . . Manager Jerry Baker, RKO Palace, provided guest tickets and prizes for men over 235 pounds in promoting "The Fat Man."

Syracuse

The Astor closed for the summer. . . . Gus Lampe, Seymour Morris, and Bernard Diamond, Schine home office, were in for a meeting of Albany district zone and house managers of the circuit. . . . "The Frogmen" and "Show Boat" were screened. . . . Ray Boyer, manager, Schine's Mohawk, Amsterdam, is the proud daddy of a new son, Michael Charles, and Charles Graziano, manager, Schine's Paramount, here thinks the name is very nice as his three-year-old also bears it.

Frank Allen, Allen, Solvay, is getting ready to pack up for the Shrine convention in New York City. . . . Note to Harvey Cocks, Fort Wayne, Ind: The porgies are really hungry off Long Island. . . . We sort of miss seeing Sid Grosman around this end of the town since the Elmwood closed.

—J. J. S.

NEWS OF THE

*Territory***Philadelphia
Crosstown**

It was learned that the Key, Doylestown, Pa., anti-trust case involving various distributors, individuals, and the County, Doylestown, Pa., had been settled out of court. Claude Schlanger is now operating both houses.

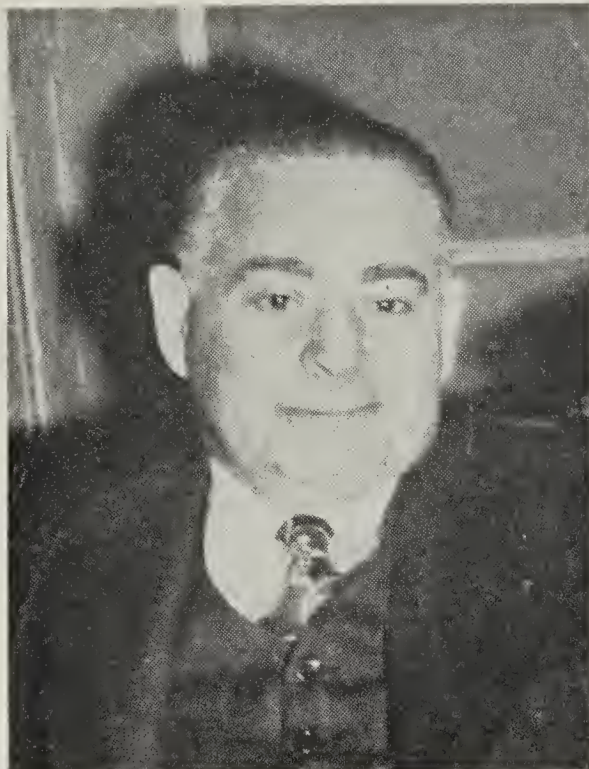
Three arguments on three appeals from Judge Kirkpatrick's ruling in the Milgram, Allentown, Pa., drive-in anti-trust case, were heard in the U. S. Court of Appeals for the Third District before Judges Biggs, Staley, and Hastie. Both the intervenors and the distributor defendants appealed the lower court's decision granting Milgram's drive-in on the outskirts of Allentown, Pa., day and date first-run with downtown Allentown first-run indoor theatres, while the plaintiff appealed on the lower court's failure to award counsel fees. No damages were ever asked in the case.

Alfred Hitchcock was met by "Thomas Jefferson" and "Betsy Ross" upon his arrival on his nation-wide tour on behalf of "Strangers On A Train." The historical characters were impersonated by Philadelphians as part of the city's preparations for a three-day celebration, July 2-July 4, inclusive, commemorating the 175th anniversary of the signing of the Declaration of Independence in Independence Hall. Mayor Bernard Samuel gave Hitchcock several invitations to the Independence celebration addressed to mayors of the various cities the director will visit on his cross-country tour. Hitchcock was host at a luncheon, and held special interviews with Henry Murdock, *The Inquirer*; Laura Lee, *The Bulletin*, and Charles Melvin, *The Daily News*. The director was also interviewed over WCAU, with several tape recordings made by this CBS outlet station. WCAU will conduct a round-the-clock promotion. Other tape recordings made by Hitchcock during his visit included: WDAS, covered by Bernie Sacket; WIP, Mary Biddle; KYW, Gordon Davis, and WJMJ, Pat Stanton.

Percy Friedman, manager, Yeadon, is compiling himself a mailing list and creating plenty of goodwill for his suburban house by mailing birthday cards to members of families registering the proper information. He says persons receiving one or more inexpensive cards during the year will at least give a thought to the theatre sending it when it is received.

Norman Lewis' York, recently remodelled, closed again. . . . Ted Vanett, William Goldman Theatres' press agent, became the proud father of a baby girl.

(Continued on page NT-4)



Jake Flax, Republic's Washington, D. C., branch manager, this week marks his 40th anniversary in the industry. The veteran trader will be honored by a special drive concurrent with the company's "Jimmy Grainger Friendship Drive," which will run through Sept. 29.

D. C. Exhibitors Honoring Jake Flax

WASHINGTON—"The Jimmy and Jake Drive," honoring the general sales chief and local branch manager of Republic, came into official being last week when exhibitors of the territory indicated that they were sponsoring a tribute to James Grainger and Jake Flax.

Among those backing the push for the nationally known film executive and veteran chief are:

George C. Crouch, general manager, Warner Theatres, Washington zone; Frank H. Durkee, Sr., president, F. H. Durkee Enterprises, Inc., Baltimore, Md.; Morton Thalheimer, president, Neighborhood Theatre, Inc., Richmond, Va.; Elmore D. Heins, National Theatre Corporation, Roanoke, Va.; Lauritz Garman, president, Garman Theatres, Baltimore, Md.; Sidney L. Bowden, general manager, Wilder Theatres, Norfolk, Va.; Sidney B. Lust, president, Lust Theatres, Washington; Harley Davidson, president, Independent Theatre Services, Inc., Washington; Joe B. Walsh, Walsh Booking Services, Washington; Freddy Schmuff, general manager, F. H. Durkee Enterprises, Inc., Baltimore, and Clark Davis, general manager, District Theatres Corporation.

All of these men have known Jake Flax for years, and, in celebrating his 40th anniversary in the business, they are heading the procession of area film men who have long respected one of the district's best beloved distributors.

Davis, for example, gave full playing time to the drive with Republic pictures playing all his U Street spots during a recent week.

The celebration of the 40th year is certain to be a success with the cooperation of exhibitors in the Washington territory.

THEATRE OWNERS AND MANAGER

It is **IMPORTANT** that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

HIGHWAY EXPRESS LINES, INC.

1638 Third Street, N. E.

Washington, D. C.

236 N. 23rd Street

Philadelphia 3, Pa.

LOcust 4-0100

MEMBER NATIONAL FILM CARRIERS, Inc.

FROM
NOW

A Combined Tribute to the

AN OPEN MESSAGE... sponsored by Exhibitors, and

No doubt you saw the recent ad in which JAKE FLAX and his friendly staff at the Washington Exchange of REPUBLIC PICTURES asked for your cooperation in the JIMMY GRAINGER FRIENDSHIP DRIVE being fostered during the current summer months. All of us like the idea, for JIMMY has been quite a "gent" in his exhibitor relations and has endeared himself to all of us.

But what about JAKE too?

A few of the old timers will remember that it was back in the old General Film days — or, to be exact, in June, 1912 — that our good friend JAKE entered this business. Old timers, and more recent theatremen, can recount many a favor, many a break, and many a mark of genuine friendship, that has come voluntarily from this same JAKE. He *also* has been quite a "gent" and has endeared himself to all of us.

So, now that JAKE is starting on his 40th year, we want to propose and to sponsor something new in this industry of ours. As a title we like, we are calling it THE JIMMY AND JAKE

On The National Scene...

JIMMY GRAINGER FRIENDSHIP DRIVE ★



From NOW
until
SEPT. 29

Say it with DATES!

Dedicated as a tribute to one of the most affable and understanding of the National Sales Executives... JAMES R. GRAINGER, Executive Vice President and General Sales Manager of REPUBLIC PICTURES CORPORATION. Capable! Aggressive! Fair! His policies have earned for his company the good will and well wishes of all exhibitors. Say it with DATES!

—and between the TWO
with a great line-up of playable

FEATURES

SURRENDER with Vera Ralston, Jahn Carrall, Walter Brennan
HIT PARADE OF 1951 with Jahn Corroll, Marie McDonald, Estelita Rodriguez
MACBETH with Orson Welles, Jeanette Nolan, Don O'Herlihy
John Ford's RIO GRANDE with Jahn Wayne, Maureen O'Hara
CALIFORNIA PASSAGE with Forrest Tucker, Adele Mara, Estelita Rodriguez
PRIDE OF MARYLAND with Peggy Stewart, Stanley Clements, Frankie Davis
BELLE LE GRAND with Vera Ralston, John Carrall, Muriel Lawrence
OH! SUSANNA (Trucolor) with Rod Cameron, Adrian Booth, Forrest Tucker, Chill Wills
MISSING WOMEN with Penny Edwards, James Millican, John Gollan
BULLFIGHTER AND THE LADY with Robert Stack, Joy Page, Gilbert Roland
FIGHTING COAST GUARD with Brion Donlevy, Forrest Tucker, Ello Rasmussen
FUGITIVE LADY with Janis Paige, Binnie Barnes, Eduardo Ciannelli
CUBAN FIREBALL with Estelita Rodriguez, Warren Douglas, Mimi Aguirre
THE SHOWDOWN with William Elliott, Walter Brennan, Morie Weintraub
THE SAVAGE HORDE with William Elliott, Adrian Booth, Grant Withers
ROCK ISLAND TRAIL (Trucolor) with Forrest Tucker, Adele Mara, Bruce C. Williams
THE FIGHTING KENTUCKIAN with John Wayne, Vera Ralston, Oliver Hardy
SANDS OF IWO JIMA with John Wayne, John Agar, Adele Mara, Forrest Tucker

DELUXE GROUP OF RE-RELEASES

with John Wayne and good supporting cast. Dakota, Flame of Barbary Coast, Angel and the Bodman, War of the Wildcats, Lady for a Night

STAR FEATURE GROUP OF RE-RELEASES (Hillbilly Subjects)

Jeepers Creepers, Jan of Ozark, In Old Missouri, Sleepytime Gal, Packin' Mama, Barnyard Follies, Shepherd of Ozarks, Mountain Rhythms, Country Fair, Down in "Arkansas".

THE JIMMY AND JAKE
DATES! DATES! DATES!

FRIENDSHIP of 2 FRIENDS!

'TIL
SEPT. 29

dedicated to ALL Theatremen of the Washington Territory

DRIVE. It is a tribute to two great guys, JIMMY GRAINGER and JAKE FLAX, both of whom have richly deserved it.

We hope you agree! And we hope you will join with us in trying to give the maximum in DATES to JIMMY and to JAKE during THE JIMMY AND JAKE DRIVE from now until September 29.

Authorized by THE SPONSORING COMMITTEE

Harley Davidson, Pres.
Independent Theatres Service, Inc.,
Washington, D. C.

Joseph B. Walsh
Exhibitors Service,
Washington, D. C.

Elmore D. Heins, Gen. Mgr.
National Theatre Corporation,
Roanoke, Virginia

Sidney L. Bowden, Gen. Mgr.
Wilder Theatres,
Norfolk, Virginia

Frank H. Durkee, Sr., Pres.
F. H. Durkee Enterprises, Inc.,
Baltimore, Maryland

Lauritz Garman, Pres.
Garman Theatres,
Baltimore, Maryland

Morton Thalheimer, Pres.
Neighborhood Theatres Inc.,
Richmond, Virginia

George C. Crouch, Zone Mgr.
Warner Brothers Theatres,
Washington, D. C.

Sidney B. Lust, Pres.
Lust Theatres,
Washington, D. C.

Fred C. Schnuff, Gen. Mgr.
F. H. Durkee Theatres,
Baltimore, Maryland

There is dough for YOU!
Money-getting pictures this summer!

FEATURE GROUP OF RE-RELEASES

osie the Riveter, Tahiti Honey, Sailors on Leave, Rookies on Parade,
orm Over Bengal.

WESTERN FEATURES

JOY ROGERS PRODUCTIONS

Spoilers of the Plains
Heart of the Rockies
n Old Amarillo
igger, Jr.
rail of Robinhood
ells of Coronado
ilight in the Sierras
unset in the West
orth of the Great Divide

LLAN "ROCKY" LANE WESTERNS

ough Riders of Durango
Night Riders of Montana
Vells Fargo Gunmaster
ort Dodge Stampede
ustlers on Horseback
risco Tornado

SERIALS

Desperadoes of the West
Flying Disc Man from Mars

TRUCOLOR SHORTS

London, Portugal, Spain, England, Hawaii, Switzerland, Greece,
Egypt, Israel, India, Yugoslavia, Norway, Denmark, Sweden, France,
Holland, Glacier National Park.

REX ALLEN WESTERNS

Silver City Bonanza
Thunder in God's Country
Rodeo King and the Senorita
The Arizona Cowboy
Hills of Oklahoma
Redwood Forest Trail
Under Mexicali Stars

ADVENTURE WESTERNS with

Michael Chapin, Eilene Janssen
Buckaroo Sheriff of Texas
The Dakota Kid
Rangers of the Golden Sage

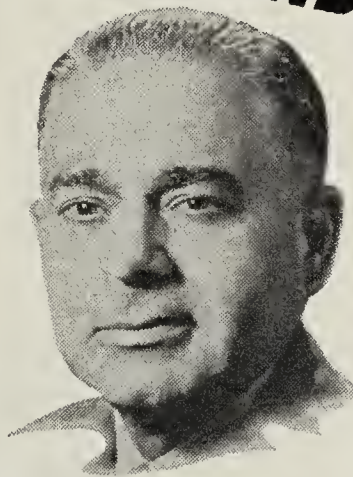
MONTE HALE WESTERNS

Pioneer Marshal
Vanishing Westerner
The Old Frontier
The Missourians

Perils of the Darkest Jungle
(Formerly entitled
"Tiger Woman")

On The Washington Territory Scene...

JAKE FLAX ★ FRIENDSHIP DRIVE ★



From NOW
until
SEPT. 29

Say it with DATES!

Dedicated as a tribute to one of the most kindly and understanding of the Washington, D. C. Sales Executives... JAKE FLAX, Branch Manager of our local REPUBLIC PICTURES EXCHANGE. A sincere friend! An indefatigable worker for the best interests of each and every one of us! His sales methods and straight shooting policies have earned him our deep regard. Say it with DATES!

JAKE DRIVE!
AND STILL MORE DATES!

Crosstown

(Continued from page NT-1)

The Fox held a preview of 20th-Fox's "The Frogmen."

Vine Street

Leo Pillot, 20th-Fox exploiteer, came in with the travelling "David and Bathsheba" truck on behalf of the forthcoming production. . . . Sam Diamond and Nat Rosen, 20th-Fox, returned all enthused from the coast convention.

Mort Magill's daughter, Ellen Jane, was married on June 23 to Jerome Rose at Har Zion Temple. Magill is the popular UA local salesman. . . . Charlotte Brown, Republic biller, resigned to await the arrival of the stork. . . . Henrietta Weinberg, Republic bookkeeper, is recuperating at home.

Jack Engel announced that Screen Guild is now representing Joseph Burstyn locally, handling "Paisan," "The Bicycle Thief," "Open City," and "The Quiet One."

Jeanne Fox, RKO office manager Joe Farrow's secretary, was on vacation. . . . Ernie Schick, Jr., Warner assistant

cashier, was with the reserves at Camp Pickett, Va. . . . Joe Quinlivan, Warner booker, was on his vacation. . . . Max Bernstein is now with De Luxe Premiums. . . . John "Jam Handy" Golder returned from a trip to upstate New York.

Milt Young, Columbia flack, said he was busy arranging special screenings on "The Whistle At Eaton Falls," being given special handling. . . . After four or five years, Vine Street's widening and paving job was finally completed, and quite a thoroughfare it is.

Bill Clark, Highway Express Lines, was on the sick list. . . . His many local friends tendered benedict Harry Dressler a bachelor dinner at the Ritz Carlton.

Joe Minsky, one of the popular Minsky brothers, was married last week. He used to be an ELC district manager, but is now with Warner Theatres, Newark, N. J.

As a result of a recent advertisement in EXHIBITOR, Benny Harris, American Film, received inquiry from New Zealand in connection with "Dangerous Waters," which he is handling.

Philly Area Exhibitors Aiding Republic Drive

PHILADELPHIA—Area support for Norman Silverman and the local Republic exchange during the "Jimmy Grainger Friendship Drive," ending in September, has been evidenced by theatremen.

Branch manager Silverman declared that many theatremen have been indicating their desire to give the exchange plenty of business because of the popularity of the Republic sales chief.

Added to the closed house list are the Feeley, Hazleton, Pa.; Bell and Little Art, Scranton, Pa., and Penn, Wilkes-Barre, Pa., all as of July 1, and the Peoples, Millville, N. J., as of June 30. Some other area houses have gone in for weekend operation only.

Circuits Stanley-Warner

Alfred Hitchcock in town in connection with the opening of "Strangers On A Train," Stanley, spent a hectic 13-hour non-stop day filled with interviews with the three papers, interviews and tape recordings with all radio stations, and special stunt with WCAU on round-the-clock promotion. The Independence Day Committee welcomed Hitchcock at the station, and the mayor gave him several invitations to mayors of other cities he will visit on his tour to be guests at the Independence Day celebration. A luncheon was held at the Warwick.

Claire Phillips was in for three days in conjunction with "I Was An American Spy," Stanton. Mrs. Phillips was the technical advisor for the picture, and wrote the book "Manila Espionage," from which the picture was made. "High Pockets," as she was known, made the rounds of newspapers, radio, and television stations, besides personal appearances on the stage of the Stanton. Bob Morris and Harry Goldstein accompanied her.

Piper Laurie was in town for "The Prince Who Was A Thief," Earle. Burt Hershfield, U-I exploiteer, accompanied her on a two-day whirl. Tony Curtis, originally scheduled to be a member of the party, was called back to the coast.

Johnny Latimer, Ardmore manager, left for his vacation, and is not returning to the company. He will be working with a real estate company in the future. William Bedell is temporary manager.

District of Columbia Washington

Among those cooperating in the plans for the welcoming of President Gallo Plaza, Republic of Ecuador, were: Orville Crouch, Capitol; Frank La Falce, Warner Theatres; Jack Foxe, Capitol, and George A. Crouch, Warner Theatres. They were all co-chairmen of the arrangement committee.



An Edison Picture, was shown in 1896 on Motiograph's first projector, the Optigraph. In 1908 Motiograph's Model "1A" was used for projecting "Uncle Tom's Cabin". In 1916 the Model "E", was putting Griffith's "Intolerance" on screens. The Model "F" projected Rudolph Valentino's "The Four Horsemen of the Apocalypse"; the Model "H", in 1923, for "The Covered Wagon"; the Model "HU", in 1935, for "The Informer" and, in 1936, the Model "K" for "Mutiny on the Bounty". Motiograph has really grown up with the movies.

Many of these old Motiographs, still running, give promise of even more years of service. It seems you simply can't wear them out!

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MGM—Rudy Berger, southern divisional manager, had a birthday. . . . Miss Audrey Paulos is completing her sixth year with MGM. . . . Miss Hazel McCarthy, bookers' clerk, was in Georgetown University Hospital for observation. . . . Miss Edith Clark is a new employee in the contract department. . . . Mrs. Bernadine Parnell is also a new employee of the contract department. She used to be with ELC. . . . Mrs. Peggy Donnelly resigned. Mrs. Vivian Kelly has taken her place.

RKO—Don Bransfield, booker, returned after a spell of sickness. . . . Miss Ella Dulaney, inspectress, was to be married to George Firel. . . . Mrs. Dolores Smith, bookers' stenographer, was going up to New York State on a motor trip. . . . Mrs. Mildred MacDonald, bookkeeper, has a new car.

20TH-FOX — Jack Kohler returned from a vacation. . . . Mrs. Sarah Young has been ill. . . . Norman Fournier resigned as salesman.

UNITED ARTISTS — Mrs. Virginia Greenway, cashier, was spending her vacation at Callo, Va.

NSS—Mrs. Ernestine Bandel celebrated her 31st wedding anniversary. . . . Miss Betty Richardson returned from a trip to Luray, Va.

EQUITY—Sam Price, salesman, went to Richmond, Va., for the convention.

PARAMOUNT—Mrs. Ray Baker, ledger clerk, left on her vacation. . . . Herbert Thompson, sales manager, will be a bachelor for a month. His wife is going to Texas.

MONOGRAM — Milt Lipsner, branch manager, went to Richmond, Va. . . . Miss Rhoda Sidel, bookers' secretary, went to North Carolina.

REPUBLIC—Miss Doris Smith, contract clerk, announced her engagement to David Musselman. . . . J. V. O'Gara, district manager, was in and accompanied Jake Flax, branch manager, to Richmond, Va., to the Virginia Motion Picture Owners Association convention. . . . Mrs. Joyce Kriso, boxoffice clerk, was spending her vacation in Pennsylvania with her family.



Everett Callow, left, ad.-publicity director, Stanley-Warner Theatres, Philadelphia, and John Turner, UA branch manager, help Evelyn Keyes with her baggage as she arrived in Philadelphia for a recent personal appearance at the Mastbaum to help sell "The Prowler."

U-I—Joe Dimaio went to Richmond, Va., to the Virginia Theatre Owners Association.

VARIETY CLUB—Tent 11, Variety Club, had a Father's Day party at the clubrooms.

VALLEY ENTERPRISES—Mrs. Reva Luber, Sam Roth's secretary, returned from the Shenandoah Valley. . . . Miss Hope Carroll, receptionist, announced her engagement to Earl Smart.

CAPITOL—Jack Foxe returned from his vacation.

WARNERS—William Beeken, artist, while preparing for Columbia's "Two Of A Kind," became the father of twins, Shirley Karin, and Sylvia Morin. . . . Seymour Stone, auditor, resigned. . . . Catherine Gannon returned from her vacation.

KEITH'S—Sally Forrest made a personal appearance with the advent of "Hard, Fast and Beautiful."

Elmer Brient was awarded the contract for the installation of two 20-ton RCA refrigeration units in the New Turner, St. Paul, Va.

An estimated 2,200 persons jammed, sitting and standing, into the 1,939-seat Keith's to see Joe Louis soon level Lee Savold by way of Washington's first theatre television. Others waited in vain



For the recent showing of Columbia's "Santa Fe," S-W Stanton, Philadelphia, this window of the Cook travel bureau was promoted, along with the electric train, and huge poster. Prominent were credits and playdates in the fine display.



When Alfred Hitchcock, center, director of WB's "Strangers On A Train," was in Philadelphia recently as part of his national tour, he had lunch with Ted Schlanger, S-W zone chief, left, and Jay Emanuel, EXHIBITOR publisher.

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TRADE SCREENINGS

PHILADELPHIA

MGM (1233 Summer) June 28, 11, "Strictly Dishonorable" (Ezio Pinza, Janet Leigh, Millard Mitchell; 29, 11, "Rich, Young and Pretty" (Jane Powell, Vic Damone, Danielle Darrieux) (Technicolor).

RKO (250 N. 13th) July 2, 2:30, "Alice in Wonderland" (Walt Disney feature cartoon in Technicolor).

WARNERS (230 N. 13th) July 3, 2:30, "On Moonlight Bay" (Doris Day, Gordon MacRae, Jack Smith) (Technicolor).



With many exhibitors in attendance, this shows one group of film folk who were on hand in Philadelphia when WB held its recent "Go Forward" screening of four features at the S-W Aldine.

in a long line after the ticket sale was stopped at 8:45 p.m., and by 10 p.m., when the fight telecast got under way, more than 400 had been turned away. Actually, Washington's first theatre TV was seen when the fight had been postponed, and President Truman's televised speech was shown to moviegoers seeing the regular feature at Keith's. The Lincoln packed in 1,700, and turned away 700 more despite the fact prices were upped from 50 to 74 cents.

Delaware

Dover

Governor Elbert N. Carvel signed the Sunday bill which now permits theatres within Washington city limits to

operate continuously on Sundays starting at 2 p.m. The measure does not add to the number of hours the theatres are open on Sundays, it merely provides for starting at 2 p.m. instead of at 12 noon, and does away with the closing from 6 p.m. to 8 p.m. required under the previous law. Unlike the bill which was given a pocket veto by Governor Carvel after the 1949 session, the new law does not affect other incorporated cities and towns, where Sunday movies will continue to be permitted only between 12 noon and 6 p.m., and after 8 p.m. The ban on Sunday movies in unincorporated areas, such as Claymont, Edge Moor, and Woodcrest, continues.

Wilmington

Bill Page, projectionist, S-W Towne, suffered a back injury when his car overturned three times. . . . The Pike, Claymont, Del., is now open on Tuesdays, Thursdays, Fridays, and Saturdays. Delaware's Sunday law prohibits Sunday movies except in incorporated towns and cities. Claymont is unincorporated. . . . The Earle, New Castle, Del., was host to several of the men from the Dutch ships which came to New Castle in connection with the celebration of the tercentenary of the town's settlement by the Dutch in 1651. . . . The unpublished telephone number of the Kerry Drive-In is 47171.

—HENRY L. SHOLLY

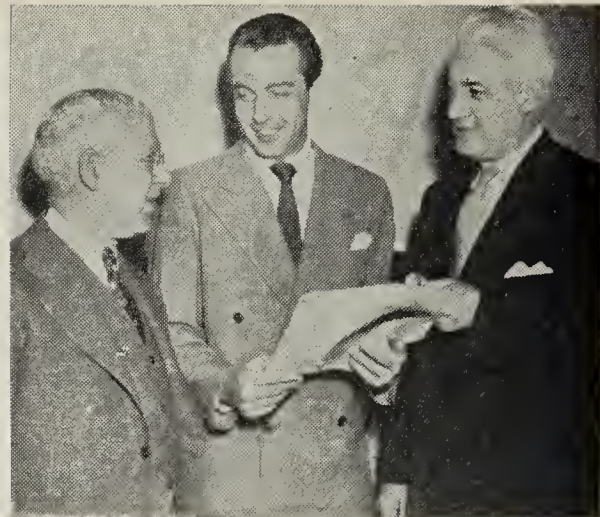
Maryland

Baltimore

Neighborhood theatre operators, members of the MPTO of Maryland, reported that they had now turned to radio, trying 10 spot announcements daily over WCBM, Mutual affiliate. The spots are keyed to the theme that the theatres offer unusual entertainment values.

Theatre owner Walter D. Pacy, who died last October, left an estate appraised at \$667,250.90, according to inventories filed in Orphans Court. His will left his estate in trust for his widow and children. Among his other assets, he had 135 shares of McHenry Theatre Company and 434 shares of Forest Park Theatre Company.

In the June 13 issue of EXHIBITOR an item concerning the operation of the Walbrook inadvertently placed opera-



Elmer Brient, Washington RCA dealer; James Corbey, manager, RKO-Keith's, and Martin F. Bennett, eastern division sales manager, RCA, are seen discussing plans for presentation of exclusive television programs to be shown on the big screen theatre TV equipment recently installed in the Washington house.



When the traveling geisha girls appeared at the St. Mary's, Leonardtown, Md., in connection with the recent showing of RKO's "Tokyo File 212," manager Bob Wentworth, K. B. Duke, Sr., and a friend posed happily with the Japanese girls.

tion of the theatre in others than the proper owners. Operation and direction of the Walbrook is in the capable hands of Joseph Baer and his son, Norman, who also operate the Harford.

Leonardtown

T. L. Harrison, assistant manager, Park, Lexington Park, was confined to his home with the flu. . . . Val Lyons, manager, Glymont, Indian Head, had a live monkey for "Bedtime For Bonzo." . . . The new Plaza, Lexington Park, Md., being built by P. E. Gray, hoped for a June 28 opening. . . . The D. and L., Solomon's Island, was holding a benefit show for the Methodist Church's WSCS members. . . . Charlie King and his Cowboys was a recent live talent attraction at John D. Bailey's Hughesville, Md. Bailey has put his farm on St. Clements Bay up for sale. . . . The Waldorf, Waldorf, Md., plans to be one of the first theatres in Southern Maryland to receive large screen television.

Pennsylvania

Harrisburg

Commonwealth News Service announced that 75 central Pennsylvania theatres from Reading up through the coal regions to Wilkes-Barre and west through Sunbury and Williamsport to DuBois and Altoona are now regularly

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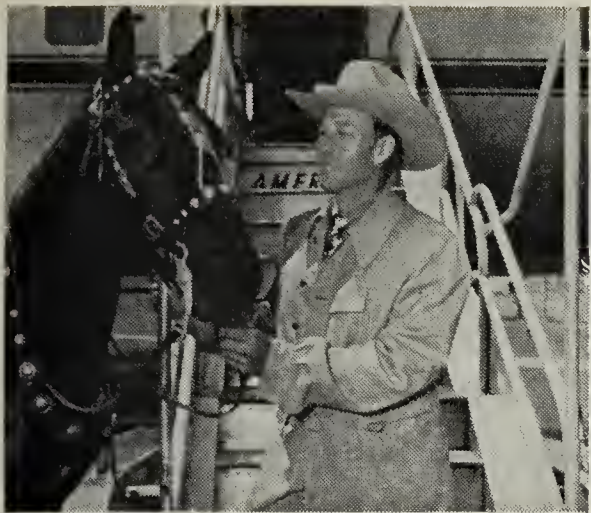
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Wild Bill Elliott, recently signed to a long-term contract providing for a minimum of four pictures annually for Monogram release, is shown being greeted by his horse when he arrived at Los Angeles from Dallas. He left his rodeo in Texas to star in "The Longhorn," Monogram.

availing themselves every week of the opportunity to list their Sunday film attractions in the free guide of The Sunday Patriot-News. The service is presented free as a public service in the same spirit as the listings published free of charge in the same newspaper for radio and television stations. Theatres are asked to send to the news service titles of their Sunday films regularly to take advantage of the free service.

The Midway Drive-In, between Hummelstown and Middletown, opened last week. The spot has a stage and plans to feature stage attractions as well as film fare.

Pottsville

The city's net revenue to date, Jan. 1-June 1, from amusements under the municipal 10 per cent ticket levy, is \$13,416.42. This indicates a total of maybe \$30,000 for the entire year, ending on Dec. 31. The income thus far this year is somewhat under 1950.

Reading

The School Board of Robesonia Borough, this county, will vote on July 14 on a proposal to tax all commercial amusements tickets. The permit to be taken out by all persons in charge of amusements, sports, dances, theatre shows, and other entertainments will be \$1. It is estimated that the tax will produce over \$1,000 in the fiscal (school year). Robesonia has a theatre, the Pioneer, owned and operated by the Robesonia Fire Company. A number of fire companies in other Berks towns own and operate theatres, most of them not hit thus far by amusement taxes.

(An upstate exhibitor writes in to EXHIBITOR saying that he went to the movies, and saw a horror show, and then returned home and saw the same film on TV. He says that the exhibitors ought to do something about it. However, in many cases, the distributor who sells the picture to the theatre is not the same one who sells the film to TV. What this department can't understand is why the exhibitor who wrote in paid 50 cents to see the horror film at the theatre in the first place. Isn't there something called professional courtesy?—Ed.)

Sidelights on the Virginia Meeting

(When the Virginia Motion Picture Theatre Association held its annual meeting in Richmond, Va., last week, EXHIBITOR's Stewart Tucker was present. His intimate coverage follows. A story on the convention highlights will be found elsewhere in the issue.—Ed.)

Among those attending the convention of the Virginia Motion Picture Theatre Association were: J. D. Kendig, Dan Browning, C. J. Langlots, Henry Dusman, Louis Bachrach, Tom Golden, B. C. Talley, Jack Bryan, Leo Greenwood, Earle Westbrook, J. T. Eves, G. Kelley, Fleet Robinson, T. F. Wilson, H. J. Fekas, Ben Caplon, C. J. DeMaio, George Nathan, Robert Brient, Sampson Pike, Leonard Gordon, E. M. Greeson, Elmer Brient, J. A. Lester, Harry Hart, Robert Levine, Jeff Hofheimer, Roy Richardson, T. I. Martin, L. G. Payne, Marshall King, Ellison Loth, Sol Soroko, Jessie Carper, Jack Groh, E. H. Dreylinger, Jack Rumsey, Don Atkinson, A. A. Sunshine, N. C. Haefele, Mrs. H. G. Dusman, Jack Dusman, George Peters, Charles Hurley, Jake Flax, Norman Jackter, John Garst, Joe Gins, P. R. DeFazio, Walter Allen, George Mayer, Jesse Glasser, Mr. and Mrs. Pete Lichtman, Mr. and Mrs. Jacob Lichtman, Mr. and Mrs. J. R. McLemore, W. R. Glesner, Z. C. Shreve, Mr. and Mrs. Olmstead Knox, Hal Lyons, Seymour Hoffman, J. L. Pritchett, J. J. Johnson, Frank B. Stover, Ben Pitts, Joe Lee McClellan, J. H. McClellan, Ben Siegel, Mr. and Mrs. John M. Herndon, H. C. Copeland, Mr. and Mrs. William Dalke, Jr., Floyd Stawls, Jerry Adams, Rudy Berger, Harley Davidson, Mr. and Mrs. D. H. Covington, Mr. and Mrs. Ben Somma, Martin Warshauer, Jimmy Ritchie, A. Frank O'Brien, G. W. Nicholas, Julian Gordon, James T. Francis, Burgess Nelson, F. M. Westfall, Harold Depkin, D. F. Aleshire, Harry Roth, Morton Gerber, Frank Wolf, Jr., Sidney Bowden, Bill Hettrick, Chris Geoghegan, A. Hugh Vaughan, Earle W. Sweigert, Harold Bud Rose, Sidney Gates, Mercer Stillman, Oliver P. Chandler, Jr., W. R. Kessler, Mr. and Mrs. Willis Grist, Jr., George C. Ritch, James V. O'Gara, Maynard Madden, Sam Wheeler, Mr. and Mrs. Zack Perdue, Jr., R. C. Patrick, Jerome Gordon, L. B. Taylor, Mary Wolfe, Allen Soble, A. J. Hargroves, John Broumas, Francis Neenan, John Zenner, Robert Coulter, Howard

Rubin, Herman Rubin, Charles Smith, Alvin Simmons, John Connor, Morton G. Thalhimer, Jr., Craig Cousins, Wade Pearson, James Booth, B. K. Terwilliger, Stewart Tucker, Sam Pulliam, Alex Ravdin, Ivan Rosenbaum, Morton G. Thalhimer, Sam Bendheim, Jr., Dan Wilkinson, Harlod Wood, Al Bernstein, A. D. Brooks, Frances Finch, Jack Martin, J. V. Washburn, Allen Brown, David Kamsky, Laverne Shipp, M. E. McDonald, Robert T. Barton, Jr., Martin Bennett, Arthur Mayer, Max Youngstein, Abram Myers, Mrs. Russell Wages, Mrs. Lollie C. Whitehead, J. K. Crockett, Edith Lindeman, Carlton Duffus, and Tom Baldrige.

Bill Crockett was certainly missed by everyone. Everyone hopes for his speedy recovery. . . . Old friend Leo Greenwood was brought out of retirement by Syd Bowden, and was a sight for sore eyes. No convention is complete without Greenwood and his monkeyshines. . . . We made lots of new friends, some attending for the first time, but certainly missed a number of the old timers such as Bob Smeltzer, Sam Galanty, Bob Foliard, John Caldwell, Stanley Barr, Elmore Heins, Hunter Perry, and Graham Barbee. . . . That was a neat floor show down from Washington. . . . Jack Groh and his convention committee, Seymour Hoffman and George Peters, assisted by Carlton Duffus, deserve lots of praise for the long and untiring efforts put into the meeting. Morton Thalhimer, Jr., also deserves lots of praise for his initial efforts, especially in compiling of the data on "film practices." . . . Joe Gins was welcomed back after being out of the territory for a number of years. . . . Rudy Berger was on hand. . . . Henry Dusman and family had a very nice display in the lobby, as did Nick Haefele. . . . Al Bernstein won the door prize donated by Henry Dusman at luncheon, and Mrs. Cynthia Wilkinson, David Kamsky, and Sampson Pike were winners of door prizes at the dinner-dance. . . . T. I. Martin, Pitts Circuit, was there, and said that another Pitts Drive-In would open in Manassas in July. . . . E. I. Dreylinger, manager, Broadway Drive-In, led a very informative discussion on drive-ins. . . . George Rich, Standard Vendors, Baltimore, Md., brought down lots of candy and chewing gum, which he was handing out to all who registered, and at the luncheon. . . . Jack Dusman, son of Henry Dusman, Baltimore, Md., supply dealer, graduated from City College, Baltimore, on June 19, so he had to rush back before the meeting was over.

Virginia Buena Vista

City Council has decreed a set of Sunday "blue laws" for Buena Vista. A council order specifically prohibits the operation of "theatres, moving pictures, bowling alleys, pool rooms, circuses, carnivals, dance halls, or shooting galleries" on the Sabbath.

Crozet

The new Crozet Drive-In was to open on June 25. Ground was broken on May

7, and all of the construction and installation of equipment was to be done in a little over six weeks, a good record for drive-in construction. R. H. Hurt, owner, cut down an apple orchard to make way for the theatre. Planning was done by Elmer H. Brient and Sons, RCA dealers, Washington, and all RCA equipment is installed. The new Crozet will accommodate 300 cars. The theatre was constructed within NPA regulations, which permits the erection of smaller drive-ins where costs of construction are held to certain limits.

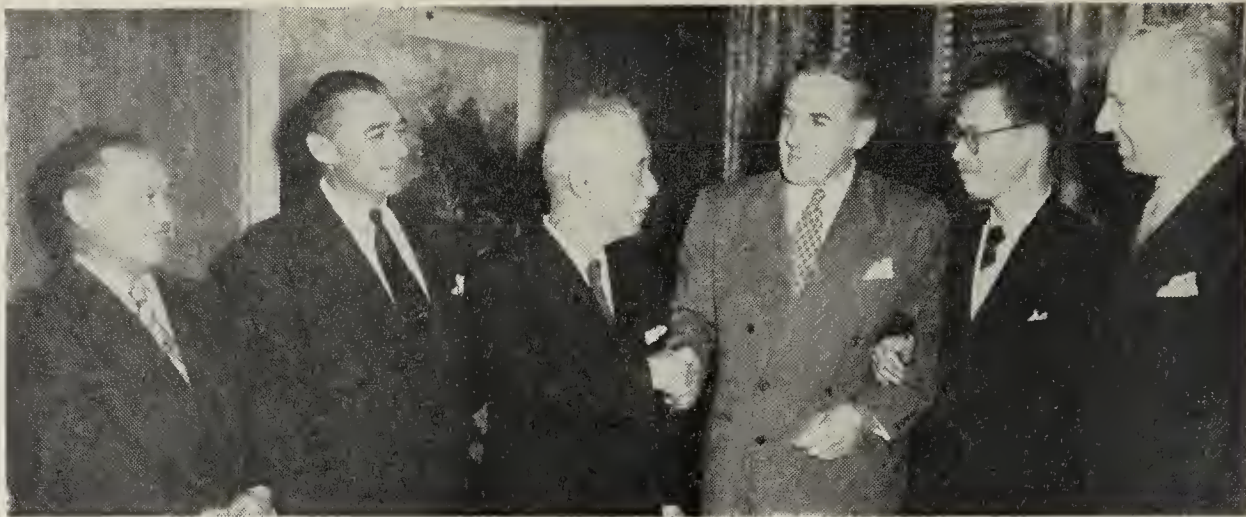
Richmond

Fleet Robinson, Alexander Films, has moved from Richmond to Emporia. . . . Nick Haefele, National Theatre Supply, was telling about his new home. . . . Pete Lichtman is proud of his daughter, Ruth Victor, who just passed exams to practice dental hygiene in Virginia. She has been a hygienist in Washington. . . . Bill Talley says that he is now covering eastern Virginia for Alexander, and Bill Hettrick replaced Mike Botts, now in the army. . . . Mrs. Jessie Carper was in from Martinsville after an absence of three years from conventions. . . . Fred Nicholas was handing out Orange-Crush to all the exhibitors. . . . We were glad to see Frank Storino and Prospero Arcaro at the meeting. . . . As usual George Nathan, National Screen Service, was dancing all over the place at the dinner-dance. . . . Sampson Pike, Equity, is also a good rhumba dancer. . . . Glad to see Jerry Murphy after his recent illness. . . . Jack Groh's little daughter was really enjoying herself. . . . The lobby of the Jefferson smelled just like a theatre when those Manley boys started popping that corn to give to everyone. . . . Harley Davidson was telling us about his two sons who enter college this fall. One goes to the Medical College here, and the other enters the theological seminary. . . . Julian and Leonard Gordon were telling about the successful campaign they helped to conduct in Newport News against amusement taxes. . . . Jimmy Francis was at his first convention. He is an old friend, and now connected with the Dixie Drive-In. . . . We renewed acquaintance with Marty Wolfe, Altec Service. . . . Morton Thalhimier presented a scroll, signed by all the exhibitors, and a marble desk set from the association to Bill Crockett through his nephew, J. K. Crockett.

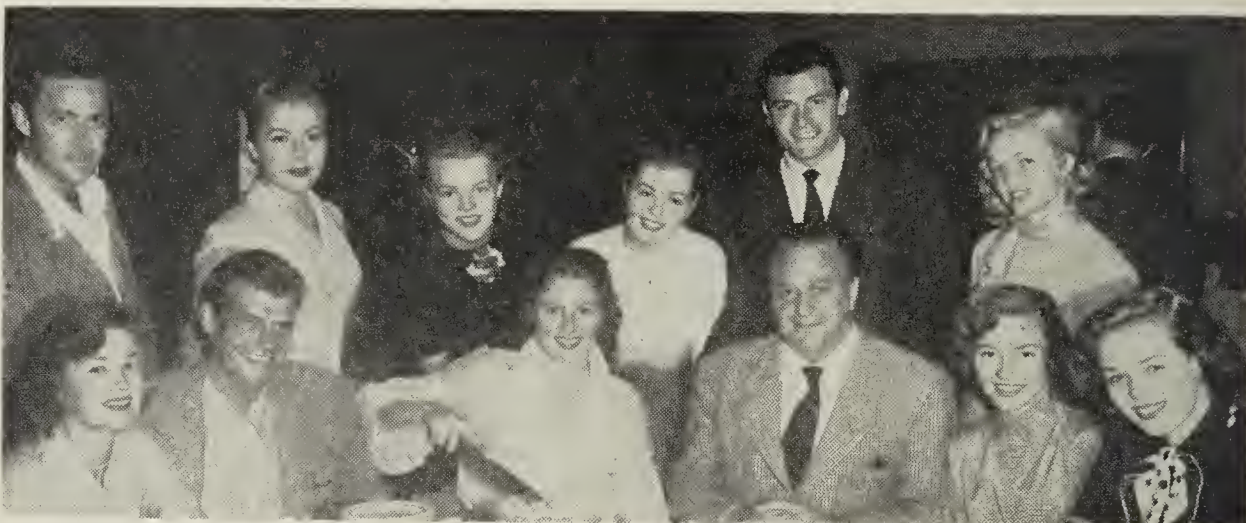
A few of the boys were on vacation. Abner Long, Westhampton projectionist, took his family to North Carolina. Francis Neenan, Bellevue manager, visited Virginia Beach, Walter Joyner substituting. Albert Faulkner, Venus staff, went to Danville. Charlie Hulbert, Colonial manager, spent his vacation at home. Mack Scarborough, Park, visited relatives in West Virginia. Roy Herkimer, Brookland manager, stayed at home.

Sam Bendheim, III, is now on the service staff of the Byrd. . . . Harold Wood and Mrs. Zella Davis were married on June 14, and spent a few days in New York before returning for the convention. He is an official of Neighborhood Theatre, Inc.

New counterfeit bills are in circulation in this section. The \$20 is the "E" series and F28 is in the lower corner. The \$10 bill is "L" series, with J100 in the lower corner. . . . John Zenner, Westhampton manager, says that for the past few Sundays he has had Monumental Heights Baptist Church services in his theatre. . . . Frank Morgan, Venus and Ponton manager, caught a mess of bass in the James River. . . .



When officials of Shochiku Film Enterprises of Japan recently met with U-I executives at the New York home offices, seen, left to right, were Kenneth Hirose, president, Shochiku Film Enterprises; Michael Bergher, newly appointed U-I home office representative for Japan and the Far East; Takejiro Otani, president-general manager, Shochiku Company, Ltd.; Alfred E. Daff, director of world sales for U-I; Kazuo Shirai, producer for the company, and Americo Aboaf, foreign sales.



Susan Morrow recently became the 12th member of Paramount's "Golden Circle" and was inducted into the group with a party in the studio commissary on the coast. She is shown cutting the cake as the other members of the group and newspaper columnist Harry Crocker, on her left, look on. The others are Peter Hanson, Laura Elliot, Judith Ames, Mary Murphy, Pierre Cressoy, Virginia Hall, Joan Taylor, Michael Moore, Nancy Hale, and Nancy Gates, all being groomed for stardom by Paramount.

John Braumas' brother, a West Point cadet, accompanied him when he came down from Washington for the VMPTA meeting. . . . Francis Neenan, Bellevue says that he had a special lobby display two weeks in advance on "You're in the Navy Now," and gave away comic books to the first 200 kiddies on the Saturday matinee. He also had a special display on "Samson and Delilah" three weeks in advance.

Jimmy Mathews returned to the Westover booth after a long illness. . . . The first kiddie shows at the Byrd and Westover was successful, and will be continued throughout the summer. . . . After one trial, Jack Stone gave up the idea of running vaudeville every Sunday at the WRVA Theatre. . . . John H. Gusti, Jr., National service staff, drowned in a pond near Sunset Beach in Chesterfield County while attempting to swim across it. . . . Al Bernstein, Bellwood Drive-In manager, phoned in to tell us about the display on "The Milkman" arranged out there by Frank Bowling, who had a dairy to furnish two horse drawn milk wagons. They were parked near six sheet boards, attracting attention. . . . Mrs. Earl Bergener, wife of the Highway Express representative, underwent an operation at Grace Hospital, and is well on the road to recovery. . . . Sam Pulliam, Grand manager, is vacationing down at Williamsburg with his family.

—S. T.

Variety Club Tent 13, Philadelphia

Arrangements for the annual "Johnny Night" at Shibe Park were concluded, with the tent and The Daily News again acting as sponsors of the event, proceeds of which go toward maintenance of the tent's camp for handicapped children. The event will be held on the night of Aug. 3, at which time the Athletics and the Indians will be the baseball attraction. The tent has begun selling boxes and reserved seats, planning the many features which will put the affair over the top of receipts of previous years. It is hoped to make the affair a sellout.



Mr. and Mrs. Ray Bolger recently sailed from New York for London. He will star in WB's "Where's Charley."

Allied Artists

I WAS AN AMERICAN SPY—DOCM—Ann Dvorak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—86m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).

TO BE REVIEWED OR IN PRODUCTION

DISC JOCKEY—Tom Drake, Jane Nigh, Ginny Simms.
DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinacolor).
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor)—(AA20).

Astor

HOLY YEAR AT THE VATICAN, THE—DOC—"The March of Time" documentary narrated by Monsignor Fulton J. Sheen—Religious entry should appeal in certain situations—66m.—see Sept. 27 issue—(Made in Italy).

Columbia

(1949-50 releases from 201 up)
 (1950-51 releases from 301 up)

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BRAVE BULLS, THE—D—Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).
CHINA CORSAIR—ACD—Jon Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue—(316).
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).
KILLER THAT STALKED NEW YORK, THE—MD—Evelyn Keyes, Charles Korwin, William Bishop—Exploitation entry is packed with selling angles—79m.—see Dec. 6 issue—(338).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).
"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).
SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—89m.—see May 9 issue—(Technicolor)—(330).
SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).
SIROCCO—MD—Humphrey Bogart, Maria Toren, Lee J. Cobb—Bogart will make the difference—98m.—Leg.: B—see June 6 issue.
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).
SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
STAGE TO TUCSON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).
TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—68m.—see Mar. 14 issue—(352).
TEXAS RANGERS, THE—W—George Montgomery, Gale Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinacolor)—(325).
TOUGHER THEY COME, THE—MD—Wayne Morris, Preston Foster, Kay Buckley—Okeh programmer for the duallers—69m.—see Dec. 6 issue—(305).
TWO OF A KIND—MD—Edmond O'Brien, Elizabeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—(350).
VALENTINO—BD—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).

EXHIBITOR

SERVICE SECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
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JUNE 27, 1951

WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinacolor)—(339).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).
YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinacolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette—(367)—56m.
BOOTS MALONE—William Holden, Johnny Stewart, Stanley Clements.
BIG GUSHER, THE—Wayne Morris, Preston Foster, Dorothy Patrick—68m.
CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
CHAIN OF CIRCUMSTANCE—Margaret Field, Richard Grayson, Marta Mitrovich.
CORKY OF GASOLINE ALLEY—Scotty Beckett, Jimmy Lydon, Susan Morrow.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
DEATH OF A SALESMAN—Fredric March, Mildred Dunnock, Cameron Mitchell.
FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.
FOURPOSTER—Rex Harrison, Lilli Palmer.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.
HURRICANE ISLAND—Jon Hall, Marie Windsor, Romy Vincent—(Supercinacolor).
JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.
JUNGLE MANHUNT—Johnny Weissmuller, Sheila Ryan, Bob Waterfield.

KID FROM AMARILLO, THE—Charles Starrett, Smiley Burnette.
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinacolor).
MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).
MASK OF THE AVENGER—John Derek, Jody Lawrence, Anthony Quinn—(Technicolor)—83m.
MOB, THE—Broderick Crawford, Betty Buehler, Otto Hulett.
NEVER TRUST A GAMBLER—Dane Clark, Cathy O'Donnell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.
PURPLE HEART DIARY—Frances Langford, Judd Holdren, Tony Romano.
SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).
SCANDAL SHEET—Broderick Crawford, John Derek, Donna Reed.
SMALL WONDER—Robert Cummings, Barbara Hale, Jeff Donnell.
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinacolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
VALLEY OF FIRE—Gene Autry, Pat Buttram, Russ Hayden.
WAR CRY—George Montgomery, Audrey Long, Howard St. John.
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.
SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).
DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).
FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).
KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).
LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marie Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).
PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).
ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
SAVAGE DRUMS—ACD—Sabu, Lita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).
STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).
3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).
TRAIN TO TOMBSTONE—W—Don Barry, Robert Lowery, Judith Allen—Routine western—57m.—see Dec. 6 issue—(4934).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

Abbreviations following titles indicate type of picture.

ACD—Action drama
 AD—Adventure drama
 ACMU—Action musical
 ADMD—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 C—Comedy
 CAR—Cartoon feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMD—Factual melodrama
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OPC—Operatic comedy
 OPD—Operatic drama
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama musical
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western musical

TO BE REVIEWED OR IN PRODUCTION

FBI GIRL—Cesar Romero, George Brent, Gene Evans—(5002).
 G.I. JANE—Jean Porter, Tom Neal, Iris Adrian—(5012).
 HOME TOWN BOY—Harold Lloyd, Jr.—(5022).
 LEAVE IT TO THE MARINES—Sid Melton, Mara Lynn, Fritz Feld—(5005).
 LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler—(5004).
 PRESENT ARMS—Joe Sawyer, William Tracy—(5023).
 SKY HIGH—Sid Melton, Mara Lynn, Judy Fortier—(5024).
 VARIETIES ON PARADE—Jimmy Mulchay, Mildred Mulchay, Paul Gordon—(5020).
 YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore—(5019).

Metro

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(118).
 EXCUSE MY DUST—CMU—Red Skelton, Solly Farrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
 FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
 GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue—(129).
 GREAT CARUSO, THE—DMU—Mario Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
 GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).
 HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
 INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
 KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—113m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).
 KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
 METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
 MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor).
 NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
 NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
 PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
 PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
 ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
 SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
 SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).
 TERESA—D—Pier Angeli, John Ericson, Patricia Collinge—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy).
 THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
 VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).
 WATCH THE BIRDIE—F—Red Skelton, Arlene Dahl, Ann Miller—Mild Skelton for the duallers—71m.—see Dec. 6 issue—(113).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Marla Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjau—(Technicolor).
 AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).
 ANGELS IN THE OUTFIELD—Paul Douglas, Janet Leigh, Jonathan Cott.
 BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.
 BEHIND THE LAW—Walter Pidgeon, Ann Harding, Lewis Stone.
 BELLE OF NEW YORK—Fred Astaire, Vero-Ellen, Keenan Wynn—(Technicolor).
 BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
 CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel.
 CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—79m.—(Made in England).
 IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Frederic March, William Powell, Gary Cooper.
 JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
 LAW AND THE LADY, THE—Greer Garson, Michael Wilding, Marjorie Main—(136).
 LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).
 LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.

LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
 MAN WITH THE CLOAK—Joseph Cotten, Barbara Stanwyck, Louis Calhern.
 NORTH COUNTRY, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscolor).
 PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).
 PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.
 PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
 QUO VADIS—Robert Taylor, Deborah Kerr, Lee Remick—(Technicolor)—(Made in Italy).
 RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
 RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
 RICH, YOUNG AND PRETTY—Jane Powell, Vic Damone, Danielle Darrieux—(Technicolor).
 SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
 STRICTLY DISHONORABLE—Ezio Pinza, Janet Leigh, Millard Mitchell—108m.—(131).
 STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
 TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
 TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
 THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
 TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.
 WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson, John McIntire.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
 ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
 BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
 BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
 BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
 CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).
 CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
 CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—see July 4 issue—(5116).
 CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
 COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
 FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
 FATHER'S WILD GAME—CD—Raymond Walburn, Walter Catlett, Jane Darwell—Satisfactory series entry—61m.—see Dec. 6 issue—(5125).
 GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
 GYPSY FURY—COSD—Vivica Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
 JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lols Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
 LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).
 MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).
 NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
 OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).
 OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
 OUTLAW GOLD—W—Johnny Mack Brown, Jane Adams, Myron Healey—Okeh western—51m.—see Dec. 6 issue—(4954).
 RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).
 SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
 VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).
 YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—61m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

FLIGHT TO MARS—Marguerite Chapman, John Little, Richard Gaines—(Cinecolor).

JOE PALOOKA IN HITCH-HIKE KILLER—Joe Kirkwood, James Gleason, Cathy Downs.
 LET'S GO NAVY—Leo Gorcey, Huntz Hall, Chorlita.
 LONGHORN, THE—Wild Bill Elliott, Phyllis Coates, Zon Murray.
 MONTANA DESPERADO—Johnny Mack Brown—(5143).
 NEVADA BADMEN—Whip Wilson, Fuzzy Knight, Phyllis Coates—(5152).
 OKLAHOMA JUSTICE—Johnny Mack Brown, James Ellison, Phyllis Coates.
 STAGECOACH DRIVER—Whip Wilson, Fuzzy Knight, Gloria Winters.

Paramount

(1950-51 releases from 5001 up)

ACE IN THE HOLE—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
 APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—89m.—see Apr. 25 issue—(5019).
 AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
 BRANDED—OACD—Alan Ladd, Mona Freeman, Charles Bickford—Good outdoor show—94m.—see Dec. 6 issue—(Technicolor)—(5009).
 CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
 DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
 DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
 GOLDBERGS, THE (Molly)—C—Gertrude Berg, Phillip Loeb, Eli Mintz—High rating comedy—83m.—see Dec. 6 issue—(5011).
 GREAT MISSOURI RAID, THE—WD—Wendell Corey, Macdonald Carey, Ellen Drew—Names should help fast-moving outdoor show—85m.—Leg.: B—see Dec. 6 issue—(Technicolor)—(5013).
 LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—89m.—see Apr. 25 issue—(Technicolor)—(5020).
 LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
 LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
 MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
 MOLLY—see Goldbergs, The.
 MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
 PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
 QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
 REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
 SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
 THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
 TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).
 WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
 ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar.
 CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
 COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
 CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor).
 DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Mona Freeman.
 DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix.
 EAGLES OF THE NAVY—Alan Ladd, William Bendix.
 FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
 GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
 HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone.
 HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor).
 MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 PEKING EXPRESS—Joseph Cotten, Corinne Calvet, Edmund Gwenn—90m.—(5024).
 PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—(5025).
 RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
 RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart.
 SILVER CITY—Yvonne DeCarlo, Edmond O'Brien, Barry Fitzgerald—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.

STOOGES, THE—Dean Martin, Jerry Lewis, Polly Bergen.
SUBMARINE COMMAND—William Holden, Nancy Olson, William Bendix.
WAR BONNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow.
WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor).

RKO

(1950-51 releases from 101 up)

BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast-moving outdoor show—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).
BOMBARDIER—MD—Pat O'Brien, Randolph Scott, Ann Shirley—Reissue war story has names to sell—99m.—see Dec. 6 issue—(161).
CHINA SKY—MD—Randolph Scott, Ruth Warrick, Ellen Drew—China war meller reissue has possibilities—76m.—see Dec. 6 issue—(162).
COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—83m.—see Jan. 3 issue—(109).
CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—65m.—see Jan. 3 issue—(112).
EXPERIMENT ALCATRAZ—MD—John Howard, Joan Dixon, Walter Kingsford—Okeh meller for the lower half—58m.—see Dec. 6 issue—(107).
FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B—(116).
GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue—(120).
HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87½m.—see June 20 issue—(English-made)—(Technicolor).
HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Forrest, Carleton Young—Interesting drama has the angles for selling—76m.—see June 6 issue—(119).
HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—66m.—see May 9 issue—(Technicolor)—(177).
KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue—(173).
LADY TAKES A CHANCE, THE—AC—Jean Arthur, John Wayne, Charles Winninger—Comedy reissue has names to sell—87m.—see Dec. 6 issue—(164).
LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
MR. LUCKY—CD—Cary Grant, Laraine Day, Charles Bickford—Names should help reissue—100m.—see Dec. 6 issue—(163).
MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—70m.—see Mar. 28 issue—(114).
PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—90m.—see Feb. 28 issue—Leg.: B—(171).
SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue—(117).
SEALED CARGO—MD—Dona Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).
TARZAN AND THE AMAZONS—MD—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weissmuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
THEY GOT ME COVERED—F—Bop Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue—(352).
THING FROM ANOTHER WORLD, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly-interesting, well-made exploitation entry—87m.—see Apr. 11 issue—(174).
TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).
UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor)—(452).
VENDETTA—MD—George Dolenz, Faith Domergue, Nigel Bruce—Interesting meller will depend on the selling 84m.—see Dec. 6 issue—Leg.: B—(167).

TO BE REVIEWED OR IN PRODUCTION

ALICE IN WONDERLAND—Disney cartoon feature—(Technicolor).
ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.
CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
DARK HIGHWAY—Robert Ryan, Ida Lupino, Ward Bond.
FLYING LEATHERNECKS—John Wayne, Robert Ryan, Don Taylor—(Technicolor).

HALF-BREED, THE—Robert Young, Janis Carter, Jack Buettel—(Technicolor).
HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.
HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
LILI MARLENE—Lisa Daimely—(English-made).
MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).
NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.
RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
BUCKAROO SHERIFF OF TEXAS—W—Michael Chaplin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).
BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).
CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguglia—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).
HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).
INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
JUNGLE STAMPEDE—DOC—George Breakston, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
MISSOURIANS, THE—W—Monte Hale, Paul Hurst, Roy Barcroft—Above average open aler—60m.—see Dec. 6 issue—(4574).
NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
OHI SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).
PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
ROUGH RIDERS OF DURANGO—W—Allen "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).
TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).
TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brady—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).
UNDER MEXICALI STARS—W—Rex Allen, Dorothy Patrick, Roy Barcroft—Above average Allen—47m.—see Dec. 6 issue—(4954).
WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF CAPTAIN FABIAN—Errol Flynn, Michelle Prelle, Vincent Prince, Agnes Moorehead.
ARIZONA MANHUNT—Michael Chaplin, Eilene Janssen.

DAKOTA KID, THE—Michael Chaplin, Eilene Janssen—60m.
FLIGHT FROM FURY—Penny Edwards, Robert Clarke, Roy Barcroft.
FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kay, Chubby Johnson.
FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Ciannelli—78m.—Leg.: B—(Made in Italy)—(5011).
HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.
LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
LOST PLANET AIRMEN—Tristram Coffin, Mae Clark, Don Haggerty—(Reedited from serial, "King of the Rocket Men").
PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez.
QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(color).
RANGERS OF THE GOLDEN SAGE—Michael Chaplin, Eilene Janssen, Lucille Barkley.
RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
SEA HORNET, THE—Rod Cameron, Adele Mara, Adrian Booth.
SECRETS OF MONTE CARLO—Warren Douglas, Lois Hall, June Vincent.
SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.
UTAH WAGON TRAIL—Rex Allen, Penny Edwards.
WINGS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up;

1951 releases from 101 up)

AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Reissue)—(Technicolor)—(056).
CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).
FOR HEAVEN'S SAKE—CFAN—Clifton Webb, Jean Bennett, Robert Cummings, Edmund Gwenn—Delightful comedy is backed by star strength—92m.—see Dec. 6 issue—Leg.: B—(033).
FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gory Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
HALF ANGEL—C—Loretta Young, Joseph Cotton, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).
HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).
HOUSE ON TELEGRAPH HILL, THE—D—Richard Basehart, Valentina Cortes, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).
I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).
JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Reissue)—(Technicolor)—(057).
KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).
KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Reissue)—(Technicolor)—(150).
LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).
MUDLARK, THE—HISD—Irene Dunne, Alec Guinness, Andrew Ray—Impressive historical drama deserves the best selling attention—99m.—see Dec. 6 issue—(Made in England)—(101).
MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Reissue)—(Technicolor)—(152).
OF MEN AND MUSIC—MUDOC—Artur Rubenstein, Jascha Heifitz, Jan Peerce, Nadine Conner—Interesting musical feature for art and specialty spots—85m.—see Dec. 6 issue—(137).
ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(115).
RAWHIDE—WMD—Tyrone Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).
RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Reissue)—(Technicolor)—(058).

SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Reissue)—(Technicolor)—(043).

SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercolor)—(106).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzi Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rito Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Reissue)—(Technicolor)—(151).

13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made In Canada)—(107).

U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).

YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

ANNE OF THE INDIES—Louis Jourdan, Debra Paget, Jean Peters—(Technicolor).

CHUCK-A-LUCK—Morlene Dietrich, Arthur Kennedy Mel Ferrer.

DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).

DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.

DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made In Germany).

DESERT FOX, THE—James Mason, Cedric Hardwicke, Jessica Tandy.

EAST IS EAST—Don Taylor, Cameron Mitchell, Marie Windsor, Yoshito Yamaguchi.

LET'S MAKE IT LEGAL—Claudette Colbert, Macdonald Carey, Zachary Scott.

FRIENDLY ISLAND—William Lundigan, Jane Greer, David Wayne—(Technicolor).

GOLDEN GIRL, THE—Dennis Day, Mitzi Gaynor, Dale Robertson—(Technicolor).

I'LL NEVER FORGET YOU—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor).

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LYDIA BAILEY—Dole Robertson, Anne Francis—(Technicolor).

MARRIAGE BROKER, THE—Jeanne Crain, Scott Brady, Thelma Ritter.

MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).

MEN OF TWO WORLDS—Tyrone Power, Constance Smith—(Made in England)—(Technicolor).

MILLIONAIRE FOR CHRISTY, A—Fred MacMurray, Eleanor Parker, Richard Carlson.

MR. BELVEDERE RINGS THE BELL—Clifton Webb, Joanne Dru—(124).

NO HIGHWAY IN THE SKY—James Stewart, Glynis Johns, Marlene Dietrich—(Made In England)—(121).

PEOPLE WILL TALK—Cary Grant, Jeanne Crain, Hume Cronin.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.

WAC IN HIS LIFE, A—William Lundigan, June Haver, Marilyn Monroe.

WHAT IS MY SIN?—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Tarell—Routine western—56m.—see June 6 issue—(ELC).

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(ELC).

BORDER OUTLAWS—W—Spade Cooley, Maria Hart, Bill Edwards—Routine western—58m.—see Dec. 6 issue—(ELC).

CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue—(ELC).

CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marjorie Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(ELC).

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).

FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).

FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).

FOUR IN A JEEP—D—Viveca Lindfors, Ralph Meeker, Joseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).

GOLDEN SALAMANDER—MD—Trevor Howard, Anouk, Herbert Lom—Interesting import has appeal for class, art spots—96m.—see Dec. 6 issue—(English-made)—(Made in North Africa)—(ELC).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(ELC).

LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—86m.—see Mar. 14 issue—(English-made)—(ELC).

MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).

MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Alnley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).

MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lohr, Robert Aldo—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(ELC).

MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(ELC).

MY OUTLAW BROTHER—see My Brother The Outlaw—(ELC).

NAUGHTY ARLETTE—D—Mai Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spots—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).

NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(Neame).

ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(ELC).

PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(ELC).

PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).

QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).

ROGUE RIVER—OMD—Rory Calhoun, Peter Graves, Ellye Marshall—Okeh program meller for the duallers—82m.—see Dec. 6 issue—Leg.: B—(Cinecolor)—(ELC).

SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspery).

SCOTT OF THE ANTARCTIC—AD—John Mills, Derek Bond, Harold Warrender—Adventure drama will have most appeal for the art and class houses—102m.—see Apr. 13, '49 issue—(English-made)—(Rank)—(Technicolor)—(ELC).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(ELC).

SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).

SKIPALONG ROSENBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(ELC).

SOUND OF FURY, THE (Try And Get Me)—MD—Frank Lovejoy, Kathleen Ryan, Richard Carlson—Vivid melodrama offers opportunities for heavy selling—92m.—see Dec. 6 issue—(Stillman).

ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(ELC).

TAMING OF DOROTHY, THE—F—Jean Kent, Robert Beatty, Margaret Rutherford—Pleasing import for the lower half—75m.—see Dec. 6 issue—Leg.: B—(Made in Italy)—(ELC).

THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made)—(ELC).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wilder).

TIMBER FURY—ACD—David Bruce, Laura Lee, Nicola Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(ELC).

TRY AND GET ME—see Sound Of Fury.

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—69m.—see June 20 issue—(Arent)—(ELC).

TWO LOST WORLDS—AD—Laura Elliott, Jim Arness, Gloria Petroff—Exploitable adventure yarn for the duallers—65m.—see Dec. 6 issue—(ELC).

WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue—(ELC).

WICKED CITY, THE—MD—Maria Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(ELC).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made In Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emyln Williams—(English-made)—(Angel).

BIG NIGHT, THE—John Barrymore, Jr., Preston Foster, Babel Smaney—(Waxman).

CAIRO ROAD—Eric Portman—(English-made)—(ELC).

CLOUDBURST—Robert Preston, Elizabeth Sellars, Harold Lang—(ELC).

FORT DEFIANCE—Dane Clark, Ben Johnson—(Melford).

HOODLUM, THE—Laurence Tierney, Allene Roberts, Edward Tierney—(ELC)—61m.

MISTER DRAKE'S DUCK—Douglas Fairbanks, Jr., Yolande Donlan—(English-made)—(Angel).

OBSESSED—David Ferrer, Geraldine Fitzgerald—(ELC).

PARDON MY FRENCH—Merle Oberon, Paul Henreid—(ELC).

VOLCANO—Anna Magnani, Geraldine Brooks—110m.—Leg.: B—(Italian-made)—(ELC).

WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France)—(ELC).

Universal-International

(1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).

AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).

APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).

BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor)—(119).

FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the duallers—77m.—see Apr. 11 issue—(120).

FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

FRENCHIE—OD—Joel McCrea, Shelley Winters, Paul Kelly—Name draw should help outdoor drama—81m.—see Dec. 6 issue—(Technicolor)—(108).

GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).

HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).

HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).

HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).

KANSAS RAIDERS—W—Audie Murphy, Brian Donlevy, Marguerite Chapman—Satisfactory outdoor action show—80m.—see Dec. 6 issue—(Technicolor)—(104).

KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).

LITTLE BALLERINA—DMU—Yvonne Marsh, Marion Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).

MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).

MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).

MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).

OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(English-made)—(113).

PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).

SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).

SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).

TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—Two-story feature comprising "Fargo Phantom" and "Coyote Canyon"—Okeh compilation of two musical westerns—49m.—see Oct. 25 issue—(5102).

TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—Two-story feature comprising "Rustlers' Ransom" and "Gold Strike"—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).

TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—Two-story feature comprising "Western Courage" and "Ready To Ride"—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).

TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).

TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).

UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).

UP FRONT—C—David Wayne, Tom Ewell, Marlna Bertl—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).

TO BE REVIEWED OR IN PRODUCTION

BRIGHT VICTORY—Arthur Kennedy, Peggy Dow, Richard Egan.

BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).

CATTLE DRIVE—Joel McCrea, Dean Stockwell, Chill Wills—(Technicolor).

CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).

DOOR, THE—Charles Laughton, Boris Karloff, Sally Forrest.

FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.

FLAME OF ARABY—Maureen O'Hara, Jeff Chandler, Maxwell Reed—(Technicolor).
 GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
 IRON MAN—Stephen McNally, Jeff Chandler, Evelyn Keyes.
 LADY FROM TEXAS, THE—Howard Duff, Mona Freeman, Josephine Hull.
 LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
 MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
 LITTLE EGYPT—Mork Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
 MARK OF THE RENEGADE—Ricardo Montalban, Cyd Charisse, J. Carrol Naish—(Technicolor).
 ONE NEVER KNOWS—Dick Powell, Peggy Dow, Charles Drake.
 POOL OF LONDON—Bonar Colleano, Renee Asherson, Mario Lister—(English-made).
 RAGING TIDE, THE—Shelley Winters, Richard Conte, Stephen McNally.
 REUNION IN RENO—Mark Stevens, Peggy Dow, Gigi Perreau.
 THUNDER ON THE HILL—Claudette Colbert, Ann Blyth, Robert Douglas.
 TREASURE OF FRANCHARD, THE—William Powell, Julia Adams, Charles Drake—(Technicolor).
 WEEKEND WITH FATHER—Van Heflin, Patricia Neal, Richard Denning.

Warners

(1950-51 releases from 001 up)

ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
 BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
 CAPTAIN HORATIO HORNBLLOWER—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Topnotch—117m.—see June 20 issue—(Made in England)—(Technicolor).
 DALLAS—W—Gary Cooper, Ruth Roman, Steve Cochran—Good western—94m.—see Dec. 6 issue—(Technicolor)—(011).
 DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help release—104m.—see Mar. 28 issue—(017).
 ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCora—Good melodrama—87m.—see Jan. 31 issue—(015).
 FORT WORTH—OMD—Rondolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(028).
 GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).
 HIGHWAY 301—MD—Steve Cochran, Virginia Grey, Gaby Andre—Fast moving action meller will fit into the duallers—83m.—see Dec. 6 issue—Leg.: B—(012).
 INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
 I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).
 JIM THORPE, ALL AMERICAN—BID—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—107m.—see June 20 issue.
 LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).
 LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).
 ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).
 OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grosses—109m.—see Jan. 17 issue—Leg.: B—(013).
 RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).
 ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).
 STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).
 STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).
 STREETCAR NAMED DESIRE, A—MD—Vivien Leigh, Marlon Brando, Kim Hunter—A vivid picturization of stage hit is packed with selling angles—125m.—see June 20 issue.
 SUGARFOOT—W—Rondolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).
 VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

TO BE REVIEWED OR IN PRODUCTION

BIG TREES, THE—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
 BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
 CLOSE TO MY HEART—Gene Tierney, Ray Milland, Fay Bainter.
 COME FILL THE CUP—James Cagney, Phyllis Thaxter, Raymond Massey.
 DISTANT DRUMS—Gary Cooper, Mari Aldon, Ray Teal—(Technicolor).
 FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.
 GOLDDIGGERS OF LAS VEGAS—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).
 HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.
 NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.

ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor)—(029).
 POLITICIAN, THE—Joseph Cotten, Patricia Neal.
 STARLIFT—James Cagney, Virginia Mayo, Doris Day, Gordon MacRae, Ruth Roman, Gene Nelson.
 TANKS ARE COMING, THE—Steve Cochran, Philip Carey, Eve Miller, Paul Picerni.
 TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).

DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).
 HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(Color)—(World Travel).
 HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).
 KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).
 MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).
 SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Florea).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).
 APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).
 AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
 BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
 BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolare).
 CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).
 CHRISTINA—HISD—Petra Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).
 CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).
 DANCE OF LIFE—FANMU—Valerie Bettis, Letitia Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).
 DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
 DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).
 DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).
 EDGE OF THE WORLD, THE—MD—John Laurie, Bell Chry-stall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
 EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Karloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa Color)—(Rembrandt).
 EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).
 FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).
 FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
 FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejean, Robert Arrouz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
 GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Topnotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).
 HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English).
 HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).
 HORSEMEN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).
 INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).

INTERRUPTED JOURNEY—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).
 JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).
 JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).
 KRAKATIT—DFAN—Karek Hoger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
 LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).
 LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).
 LIEUTENANT CRAIG—MISSING—MD—Enrico Viarisio, Delia Scala, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
 LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).
 MINNE—CD—Daniele Delorme, Franck Villiard, Jean Tisser—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).
 MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvill—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).
 MY FIRST LOVE—CD—Gerard Nery, Jacqueline Delubac, Aime Cloirec—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).
 NATIVE SON—MD—Jean Wallace, Richard Wright, Gloria Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).
 NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).
 NO PLACE FOR JENNIFER—D—Leo Genn, Bea Campbell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg.: B—(English-made)—(Stratford).
 OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernonde Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
 RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
 RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).
 RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
 SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvilya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).
 SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
 SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).
 SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(Bell).
 SONG OF DOLORES—MD—Imperio Argentino, Enrique Diosdado, Ricardo Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
 SONG OF MY HEART—OPC—Giuseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).
 SOUVENIR—ROMD—Michelle Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).
 SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).
 TALES OF HOFFMANN, THE—OP—Moira Shearer, Leonide Massine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).
 TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
 TREASURE, THE—F—Danuta Szafarska, Jerzy Duszynski, Adolph Dymaska—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).
 UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).
 VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
 WAYS OF LOVE—D—Sylvia Battaille, Jean Renolr, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).
 WEINER BLUT—MUC—Willy Ritsch, Marla Holst, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).
 WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).
 YOUNG GUARD—D—Vladimir Ivanov, Tamara Morakova, Irene Marakova—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)	G	16m.	3087
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	3072
3426	(July 14)	WooWoo Blues (Herbert)		16m.	
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Champ	B	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
3436	(June 14)	Phony Cronies	F	16 1/2m.	3087
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15ep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15ep.	3012
3160	(May 31)	Roar Of The Iron Horse	G	15ep.	3087
SPECIAL (Technicolor)					
3440	(July 21)	A Day With The FBI	E	19m.	3087
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife	G	16m.	3087
3408	(July 7)	Scrambled Brains			
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
3555	(June 14)	Candid Microphone—No. 5	G	10 1/2m.	3080
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Apr. 12)	Havana Madrid	G	10m.	3074
3654	(June 28)	New York After Midnight		10m.	
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love	F	7 1/2m.	3087
3610	(June 21)	Air Hostess	F	8m.	3087
3611	(.....)	The Egg Hunt	F	7m.	3087
FILM NOVELTIES (8)					
8901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3) (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	2998
3503	(June 28)	Family Circus	E	7m.	
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	3074
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	3074
3858	(May 17)	Hollywood Awards	G	9 1/2m.	
3859	(June 21)	Hollywood Pie Throwers		9 1/2m.	
3860	(June 21)	The Great Director		9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Apr. 12)	Quebec Sports Holiday	F	8 1/2m.	3075
3807	(Apr. 26)	Mr. Tennis	G	9m.	3088
3808	(May 31)	Future Major Leaguers	G	11m.	
3809	(June 28)	Sunshine Sports			
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J—Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
W-266	(.....)	The Bodyguard	F	7m.	
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	8 1/2m.	3099
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
(.....)	(.....)	Bargain Madness			
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalera	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
One Reel CASPER CARTOONS (6) (Technicolor)					
B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout			
B10-6	(Aug. 10)	Casper Comes To Clown			
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions			
R10-11	(June 22)	City Of Ball Tossers			
R10-12	(July 20)	Follow The Game Trails			
NOVELTOONS (10) (Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin			
P10-10	(Aug. 3)	Party Smarty			
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just Fur Fun	E	10m.	2953
K10-2	(Oct. 27)	The City Of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littiest Expert	G	10m.	3080
POPEYE CARTOONS (8) (Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2953
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	3098
E10-8	(July 13)	Pilgrim Popeye			
POPEYE CHAMPIONS (4) (Reissues)					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
TWO-REEL SPECIALS (13)					
One Reel					
SCREENLINERS (13)					
14201	(Sept. 8)	It's Only Muscle	G	9m. 2938	
14202	(Oct. 6)	Fairest Of The Finest	G	8m. 2965	
14203	(Nov. 3)	The Big Appetite	G	9m. 2986	
14204	(Dec. 1)	Package Of Rhythm	G	10m. 3013	
14205	(Dec. 29)	Research Ranch	F	8m. 3013	
14206	(Jan. 26)	Movie Oldies	G	9m. 3035	
14207	(Feb. 23)	Life Guard	G	8m. 3051	
14208	(Mar. 23)	Flying Padre	G	9m. 3067	
14209	(Apr. 9)	Your Fate Is In Your Hands	E	8m. 3088	
14210	(May 18)	Florida Cowhands	G	9m. 3098	
14211	(June 15)	Card Sharp	G	9m.	

SPORTSCOPES (13)					
14301	(Sept. 22)	Crocodile Hunters	F	9m. 2960	
14302	(Oct. 20)	Football's Mighty Mustang	F	8m. 2975	
14303	(Nov. 17)	Diving Dynasty	F	8m. 3004	
14304	(Dec. 15)	Connie Mack	F	8m. 2975	
14305	(Jan. 12)	Canadian Snow Fun	G	8m. 3035	
14306	(Feb. 9)	Big House Rodeo	F	8m. 3075	
14307	(Mar. 9)	The Big Shoot	G	8m. 3059	
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m. 3067	
14309	(May 4)	First Lady Of The Turf	G	8m. 3088	
14310	(June 1)	Ted Williams	G	10m. 3099	
		Lake Texoma			

THE MOVIES AND YOU					
(All-Industry Shorts)					
14801	(Sept. 13)	The Costume Designer	E	9m. 2769	

WALT DISNEY CARTOONS (18)					
(Technicolor)					
(D—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)					
14101	(Sept. 1)	Hook, Lion And Sinker(D)	G	7m. 2965	
14102	(Sept. 22)	Camp Dog (P)	G	7m. 2965	
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974	
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998	
14105	(Nov. 24)	Morris The Midget			
		Moose (S)	G	8m. 2938	
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013	
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013	
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035	
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040	
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056	
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065	
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064	
14113	(Apr. 21)	Cold War (S)	G	7m. 3087	
14114	(May 18)	Plutopia (P)	G	7m. 3087	
14115	(June 8)	Test Pilot Donald (D)	G	7m. 3098	
14116	(June 29)	Tomorrow We Diet	E	7m.	
14117	(July 20)	A Lucky Number			
14118	(Aug. 10)	R'Coon Dawg			

WALT DISNEY REISSUES (6)					
(Technicolor)					
14701	(Oct. 27)	The Moth And The Flame	E	8m. 2975	
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985	
14703	(Feb. 23)	Merbabies	E	9m. 2985	
14704	(Apr. 20)	The Practical Pig	E	8m. 2985	
14705	(July 6)	Polar Trappers	E	8m. 2985	
14706	(Aug. 24)	The Old Mill	E	9m. 2985	

Republic					
SERIALS (4)					
5081	(Dec. 23)	Desperadoes Of The West	G	12ep. 2934	
5082	(Mar. 17)	Flying Disc Men From Mars	G	12ep. 2974	
5083	(June 9)	Perils Of The Darkest Jungle (Reissue)	F	12ep. 3012	
5084	(.....)	Don Daredevil Rides Again	F	12ep. 3074	

THIS WORLD OF OURS (6)					
(Trucolor)					
4975	(Mar. 15)	Norway	G	9m. 2806	
4976	(June 1)	Denmark	G	9m. 2890	
4977	(July 15)	Glacier National Park	G	9 1/2m. 2915	
4978	(Aug. 30)	Sweden	G	9m. 2932	
4979	(Oct. 15)	France	E	10m. 2965	
4980	(Nov. 30)	Holland	G	9m. 2986	
(1950-51)					
5071	(Jan. 15)	London	F	9m. 3013	
5072	(Feb. 15)	Portugal	G	9 1/2m. 3040	
5703	(Mar. 15)	Spain	G	9m. 3075	
5704	(Apr. 15)	England	G	9m. 3088	
5705	(May 15)	Hawaii	F	10m. 3080	
5706	(June 15)	Greece			

20th Century-Fox					
Three Reel					
7101	(Jan.)	Why Korea?	E	30m. 3012	
Two Reel					
THE MARCH OF TIME (8)					
(Vol. 16)					
(Feb.)	No. 1—Mid Century: Half Way To Where?	E	17m. 2798		
(Mar.)	No. 2—The Male Look	G	16m. 2819		
(Apr.)	No. 3—Where's The Fire?	E	19m. 2850		
(May)	No. 4—Beauty At Work	E	17m. 2874		
(Aug.)	No. 5—As Russia Sees It	G	16m. 2914		
(Sept.)	No. 6—The Gathering Storm	F	17m. 2952		
(Nov.)	No. 7—Schools On The March	G	18m. 2974		
(Dec.)	No. 8—Tito—New Ally?	E	18m. 3003		
(Vol. 17) (8)					
(Feb.)	No. 1—Strategy For Victory	G	17 1/2m. 3028		
(Mar.)	No. 2—Flight Plan For Freedom	E	18 1/2m. 3049		
(Apr.)	No. 3—The Nation's Mental Health	E	19m. 3072		
(June)	No. 4—Moroccan Outpost	G	17m. 3098		

SPECIAL					
7903	(.....)	Draughtsman Of Dreams	G	16 1/2m. 2850	
	(.....)	The Magnetic Tide (Cine-color)	G	21m. 2985	
One Reel					
LEW LEHR (2)					
(Re-releases)					
9001	(Aug.)	Monkeys Is The Cwazlest People	G	9m. 2915	
9002	(Aug.)	Monkey Doodle Dandies	G	9m. 2915	
MOVIETONE ADVENTURES					
(Technicolor)					
2051	(Apr.)	Pattern Of Progress	G	8m. 2806	
MOVIETONE MELODIES (4)					
7001	(Jan.)	Lawrence Welk and His Champagne Music	F	9m. 2779	
7002	(Mar.)	Red Ingle and His Gang	G	9m. 2785	
7003	(Aug.)	Skitch Henderson & Orch.	F	10m. 2883	
7004	(Oct.)	The Fontane Sisters	F	8m. 2932	

MOVIETONE SPECIALTIES (6)					
8001	(June)	Mid-West Metropolis	G	9m. 2839	
8003	(July)	Music Of Manhattan	E	10m. 2839	
9801	(Feb.)	Struggle For Survival	E	9m. 2591	
9802	(Aug.)	The Hunter	E	8m. 2667	
9803	(Sept.)	Shadows In The Snow	G	9m. 2725	

SPECIAL					
(.....)		Home Of The Homeless	G	10m. 2837	

SPORTS REVIEWS (12)					
(T—Technicolor)					
3001	(Jan.)	Skiing Is Believing	G	9m. 2779	
3002	(Feb.)	From Jib To Topsail	F	8 1/2m. 2770	
3003	(May)	Diving Maniacs	G	9m. 2884	
3004	(May)	Shooting The Salmon Rapids	G	10m. 2839	
3005	(July)	Winning Form	F	10m. 2915	
3006	(June)	Action With Rod And Reel	G	10m. 2850	
3007	(Sept.)	Bowlers' Fair	B	8m. 2915	
3008	(Sept.)	Football Pay-Off Plays	G	10m. 2965	
3009	(Oct.)	Circus On The Campus	G	10m. 2965	
3010	(Nov.)	Tee Girls	G	10m. 2965	
3051	(Mar.)	Frollic In Sports	G	8m. 2806	

(1950-51)					
3101	(Jan.)	Arrow Artistry	F	9m. 3056	
3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m. 3065	

TERRYTOONS (20)					
(Technicolor)					
5001	(Jan.)	Comic Book Land	G	7m. 2779	
5002	(Feb.)	The Talking Magpies In The Fox Hunt	F	7m. 2784	
5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m. 2785	
5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m. 2806	
5005	(Apr.)	Aesops Fable Folling The Fox	F	7m. 2839	
5006	(Apr.)	Dinky In The Beauty Shop	F	7m. 2839	
5007	(May)	The Talking Magpies In A Merry Chase	F	7m. 2839	
5008	(May)	Dream Walking	G	7m. 2850	
5009	(June)	Mighty Mouse In Law And Order	F	6 1/2m. 2915	
5010	(July)	The Red Headed Monkey	F	7m. 2883	
5011	(July)	Dingbat In All This And Rabbit Stew	F	7m. 2883	
5012	(Aug.)	The Dog Show	F	7m. 2883	
5013	(Aug.)	The Talking Magpies In King Tut's Tomb	G	7m. 2839	
5014	(Sept.)	Little Roquefort In Cat Happy	F	7m. 2907	
5015	(Sept.)	If Cats Could Sing	F	6 1/2m. 2915	
5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m. 2932	
5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m. 2932	
5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m. 2965	
5019	(Dec.)	Dingbat In Sour Grapes	G	7m. 2965	
5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m. 2965	

(1950-51) (26)					
5101	(Jan.)	The Talking Magpies In Rival Romeos	F	7m. 2965	
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021	
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021	
5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m. 3013	
5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021	
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021	
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021	
5108	(Apr.)	The Talking Magpies In Bulldozing The Bull	F	6m. 3040	
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051	
5110	(May)	Mighty Mouse In Goons From The Moon	G	7m. 3065	
5111	(May)	Little Roquefort In Musical Madness	F	7m. 3056	
5112	(June)	Half Pint In Elephant Mouse	G	7m. 3065	
5113	(June)	The Talking Magpies In The Rainmakers	G	7m. 3065	
5114	(June)	Mighty Mouse In Injun Trouble		7m.	
5115	(July)	Little Roquefort In Seasick Sailors	F	7m. 3098	
5116	(July)	The Terry Bears In Tall Timber		7m.	
5117	(Aug.)	Aesops Fables: Golden Egg Goose		7m.	

5118	(Aug.)	Mighty Mouse In A Swiss Miss		7m.	
(Reissues) (4)					
5021	(Jan.)	Mississippi Swing	G	7m. 2784	
5022	(Feb.)	What Happens At Night	G	7m. 2785	
5023	(May)	Orphan Duck	G	7m. 2839	
5024	(June)	Just A Little Bull	F	7m. 2839	

(1951) (4)					
5127	(Jan.)	Lucky Duck	G	7m. 3013	
5128	(Feb.)	The Bird Tower	G	7m. 3012	
5129	(Apr.)	Shipyard Symphony	E	6m. 3043	
5130	(May)	Temperamental Lion	F	7m. 3074	

THE MOVIES AND YOU					
(All-Industry Shorts)					
9701	(Nov. 1 '49)	The Art Director	E	8m. 2735	
9702	(Nov.)	The Screen Writer	E	9 1/2m. 2965	

United Artists

One Reel
(1950)

SONGS OF AMERICA (18)

(Aug. 19)	Melodic Spirituals	G	9m. 2793
(July 22)	Treasured Ballads Of America	G	10m. 2793
(Sept. 9)	Visions And Voices	G	9m. 2793
(Oct. 7)	Melodic Sketches	G	9m. 2785
(Nov. 4)	Symphonic Shades	G	8m. 2785
(Dec. 2)	Melodies Reborn	F	10m. 2785
(Dec. 31)	Cherished Melodies	G	9 1/2m. 2814
(Jan. 27)	Southern A Capella	G	8m. 2814
(Mar. 17)	Memorable Gems	F	8 1/2m. 2820
(Mar. 25)	The Tradition	G	8 1/2m. 2814
(Apr. 14)	Tunes That Live	F	9m. 2820
(May 12)	Glory Filled Spirituals	F	10m. 2820
(June 9)	Highlights Of Long Ago	F	9m. 2889
(July 14)	Long Remembrances	F	8m. 2889
(Aug. 11)	Folklore	F	8m. 2889
(Sept. 15)	The Moods	F	8 1/2m. 3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6355	()	Redwood Sap			
6356	()	Woody Woodpecker Polka			
Warners					
Two Reel SPECIALS (8)					
(Technicolor)					
7001	(July 29)	Wish You Were Here	G	20m.	2901
7002	(Nov. 4)	Royal Rodeo	G	14 1/2m.	2964
7003	(Dec. 23)	The Wanderer's Return	E	16m.	3005
7004	(Feb. 17)	My Country 'Tis Of Thee	G	15m.	3028
7005	(Mar. 17)	The Neighbor Next Door	G	20m.	3049
7006	(May 5)	Stranger In The Lighthouse	E	17 1/2m.	3072
7007	(June 9)	Sons Of The Plains	G	20m.	3087
7008	(July 7)	Enchanted Islands			
FEATURETTES (6)					
7101	(Sept. 9)	Wagon Wheels West	F	20m.	2943
7102	(Nov. 18)	Barber Shop Ballads	E	19m.	2974
7103	(Jan. 27)	Ace Of Clubs	G	16m.	3028
7104	(Mar. 31)	Roaring Guns	E	19m.	3051
7105	(May 26)	Hunting The Hard Way	G	16m.	3098
7106	(Aug. 4)	Law Of The Badlands		20m.	
One Reel BLUE RIBBON HIT PARADES (13)					
(Reissues)					
(Technicolor)					
7301	(Sept. 16)	Fagin's Freshmen	G	7m.	2982
7302	(Oct. 14)	Slightly Daffy	G	7m.	2959
7303	(Nov. 11)	The Aristo Cat	G	7m.	2989
7304	(Dec. 9)	The Unbearable Bear	G	7m.	2975
7305	(Jan. 6)	Duck Soup To Nuts	F	7m.	2985
7306	(Feb. 3)	Flowers For Madame	F	7m.	3012
7307	(Mar. 3)	Life With Feathers	G	7m.	3028
7308	(Mar. 24)	Peck Up Your Troubles	G	7m.	3028
7309	(Apr. 21)	Odor-Able Kitty	G	7m.	3056
7310	(May 19)	Book Revue	G	7m.	3064
7311	(June 23)	Stage Fright	G	7m.	
7312	(July 21)	Sioux Me	G	7m.	
7313	(Sept. 1)	The Stupid Cupid		7m.	
BUGS BUNNY SPECIALS (8)					
(Technicolor)					
7719	(Dec. 16)	Rabbit Of Seville	F	7m.	2985
7720	(Jan. 6)	Hare We Go	G	7m.	3005
7721	(Feb. 10)	Rabbit Every Monday	F	7m.	3021
7722	(Mar. 10)	Bunny Hugged	F	7m.	3056
7723	(Apr. 14)	Fair-Haired Hare	G	7m.	3056
7724	(May 19)	Rabbit Fire	E	7m.	3080
7725	(June 30)	French Rarebit			
7726	(Aug. 11)	His Hare Raising Tale			
HIT PARADE OF GAY NINETIES (8)					
7801	(Oct. 7)	When Grandpa Was A Boy	F	9m.	2989
7802	(Dec. 16)	The Old Family Album	F	9m.	3013
7803	(Aug. 18)	The Naughty 20's			
7804	(Feb. 10)	Childhood Days	G	10m.	3049
7805	(Apr. 28)	In Old New York	G	10m.	3087
7806	(June 30)	Musical Memories	G	9m.	3098
JOE McDOAKES COMEDIES (6)					
7401	(Sept. 23)	So You Want A Raise	G	10m.	2953
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m.	2975
7403	(Jan. 13)	So You Want To Be A Handyman	F	10m.	2999
7404	(Apr. 14)	So You Want To Be A Cowboy	G	10m.	3056
7405	(June 2)	So You Want To Be A Paper Hanger	F	10m.	3087
7406	(July 28)	So You Want To Buy A Used Car		10m.	
MERRIE MELODIES (18)					
(Technicolor)					
7701	(Oct. 21)	Stooge For A Mouse	G	7m.	2959
7702	(Oct. 28)	Pop 'Im Pop!	F	7m.	2960
7703	(Nov. 25)	Caveman Inki	G	7m.	2965
7704	(Dec. 2)	Dog Collared	F	7m.	2985
7705	(Dec. 30)	Two's A Crowd	G	7m.	3013
7706	(Jan. 20)	A Fox In A Fix	F	9m.	3013
7707	(Feb. 3)	Canned Feud	G	7m.	3028
7708	(Feb. 24)	Putty Tat Trouble	G	7m.	3021
7709	(Mar. 3)	Corn Plastered	G	7m.	3040

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7710	(Mar. 24)	Scent-imental Romeo	G	7m.	3040
7711	(Apr. 7)	A Bone For A Bone	F	7m.	3056
7712	(Apr. 28)	A Hound For Trouble	G	7m.	3065
7713	(May 12)	Early To Bet	G	7m.	3074
7714	(June 2)	Room And Bird	G	7m.	3080
7715	(June 16)	Chow Hound	G	7m.	3087
7716	(July 14)	Wearing Of The Grin		7m.	
7717	(July 28)	Leghorn Swaggled		7m.	
7718	(Aug. 25)	Cheese Chasers		7m.	
SPORTS PARADE (10)					
(Technicolor)					
7501	(Dec. 9)	Wild Water Champions	G	15m.	2975
7502	(Sept. 2)	Grandad Of Races	G	10m.	2943
7503	(Oct. 21)	Paddle Your Own Canoe	G	10m.	2953
7504	(Jan. 13)	Ski In The Sky	F	9m.	3005
7505	(Feb. 24)	The Will To Win	F	10m.	3035
7506	(Apr. 7)	Rocky Eden	G	10m.	3056
7507	(May 12)	Hawaiian Sports	G	10m.	3705
7508	(June 16)	The Birds And Beasts Were There	F	10m.	3099
7509	(July 14)	Making Mounties		10m.	
7510	(Aug. 18)	Kings Of The Outdoors		10m.	
THE MOVIES AND YOU					
(All Industry Shorts)					
(Mar.)		The Film Director	E	9m.	3051
VITAPHONE NOVELTIES (8)					
7601	(Oct. 14)	Slap Happy	F	10m.	2953
7602	(Nov. 25)	Those Who Dance	F	8 1/2m.	2965
7603	(Dec. 30)	Blaze Busters	G	10m.	3013
7604	(Jan. 20)	Animal Antics	F	9m.	3028
7605	(Mar. 10)	Horse-Hide Heroes	G	10m.	3056
7606	(Apr. 21)	Anything For Laughs	F	10m.	3065
7607	(June 23)	World Of Kids	G	10m.	
7608	(Aug. 11)	Disaster Fighters		10m.	
Miscellaneous					
An Island—Japan (United World)					
			G	21m.	2938
Animal Theatre, The (Artkino)					
			G	37m.	3012
Artek (Artkino)					
			G	18m.	3028
As Old As The Hills (Brit. Inf. Serv.) (Technicolor)					
			G	10m.	3021
Beautiful Blue Danube Waltz, The (Hoffberg)					
			G	12 1/2m.	3066
Caucasian Reserves (Artkino)					
			F	10m.	3031
Challenge, The (American Jewish Committee)					
			E	28m.	
Ceiling Of The Sistine Chapel, The (Lux)					
			G	9m.	3066
Cheers For Chubby (Metropolitan Life)					
			G	8m.	3074
City In Siege (Nat. Film Board of Canada)					
			G	16m.	3043
Composers In Clay (Canton-Weiner)					
			E	17m.	2985
Coral Wonderland (Australian News and Info. Bureau)					
			F	25m.	3005
Dangerous Waters (Technicolor) (Jam Handy)					
			F	9m.	3005
Earthquake In Ecuador (UN)					
			G	15m.	2974
Feathered Fishes (Australian News and Info. Bureau)					
			G	15m.	3005
First Forty Days, The (U. S. Army)					
			G	25m.	3013
Flying Saucer Mystery, The (Telenews)					
			F	10m.	2985
4 Songs By 4 Gentlemen (Nat. Film Board of Canada)					
			F	7m.	3066
Gardens Of Old England (Brit. Inf. Serv.)					
			G	10m.	3022
Genius Of Turner, The (Lux)					
			F	10m.	3066
Grandma Moses (AF Films)					
			E	22m.	2974
Hollywood Ten, The (Contemporary) (No Rating)					
				15m.	2938
Hunting With Bow And					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Arrow (Cornell)	E	17m.	3021
		Irish Melody (Bell)	G	36m.	3005
		Killers Of The Deep (Astor)	B	22m.	3028
		Lincoln's Gettysburg Address (AFE)	E	11m.	3059
		Local Government In Pictures (Brit. Inf. Serv.)	F	11m.	3099
		Loves Of Franistan, The (Canton-Weiner)	G	7m.	3028
		Mansion Of The President Of France (Fides)	G	27m.	3081
		More About Me (Canton-Weiner)	G	7m.	2986
		Mountain Of Fire (Ferriente Color) (Incom)	E	9m.	3088
		Mystery Of Leonard Da Vinci, The (Lux)	G	8m.	3066
		Of Human Rights (UN)	G	21 1/2m.	2974
		On Stage Everybody (NSS)	E	9 1/2m.	2938
		Partner Perkins (Technicolor) (NSS)	G	10 1/2m.	2959
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m.	2986
		Polkas By Johann Strauss (Hoffberg)	G	12 1/2m.	3066
		Rodin (Canton-Weiner)	E	21m.	3021
		Russian Ballet and Folk Music (Artkino)	G	11m.	2960
		Salzburg Fiesta (Hoffberg)	G	12 1/2m.	3066
		Scenes From Rigoletto (Artkino)	F	10m.	3056
		Science In The Orchestra (Brit. Inf. Serv.)	E	34m.	3066
		Serenade (Ambassador)	G	10m.	3005
		Singers Of Israel (Central Cinema)	G	10m.	3028
		Song Of The Prairie (Official Films)	F	18m.	3043
		Strauss Festival (Films International)	E	5m.	3051
		Struggle For Oil, The (Brit. Inf. Serv.)	G	22m.	2999
		Tales From The Vienna Woods (Hyperion)	E	10m.	3095
		Tarantelle (Technicolor) (Nemeth)	F	5m.	2938
		Tiepolo Skies (Lux)	F	5m.	3066
		Touch Of The Shamrock, A (Bell)	F	28m.	3005
		Trip Through Space, A (Hoffberg)	F	12m.	3056
		Trooping The Colors (BIS)	F	11m.	2986
		Tryptych (Technicolor) (Lux)	E	15m.	3066
		Unfinished Symphony (Hyperion)	G	10m.	3005
		United Nations Screen Magazine—No. 5 (UN)	G	10m.	3067
		United Nations Screen Magazine—No. 6 (UN)	G	10m.	3067
		United Nations Screen Magazine—No. 8 (UN)	G	10m.	3067
		Vienna Blood (Hyperion)	G	10m.	3005
		Village Tale, The (Canton-Weiner)	E	35m.	3013
		What's The Name Of That Song? (Dorety)	F	18 1/2m.	2986
		You Can Change The World (The Christophers)	G	20m.	3021
		Young Pioneers (Artkino)	G	10m.	3066

The Movies And You

(All-Industry Shorts)					
(Nov.)		The Screen Writer (20th-Fox)	E	9 1/2m.	2965
(Mar. '51)		The Film Director (Warners)	E	9m.	3051
(Sept. 13)		The Costume Designer (RKO)	E	9m.	2769
(Jan. 15)		The Cinematographer (Paramount)	E	9 1/2m.	3005

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, S. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blazing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Payton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay In Old Amarillo R. Rogers, P. Edwards Million Dollar P. Edwards, S. Flagg Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen, J. Bell Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico)	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen) Try And Get Me F. Lovejoy, K. Ryan, (Stillman) The First Legion C. Boyer, B. Rush (Sirk) The Prowler V. Heflin, E. Keyes (Eagle) Odette A. Neagle (English-made) (Lopert)	Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	I Was A Communist For The F.B.I F. Lovejoy, D. Hart Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Snake River Desperadoes, W C. Starrett, S. Burnette Her First Romance M. O'Brien, A. Martin, Jr. The Brave Bulls M. Ferrer, Miroslava (Partly made in Mexico) When The Redskins Rode J. Hall, M. Castle (Supercinecolor)	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Home Town Story J. Lynn, M. Reynolds, D. Crisp	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase Nevada Badmen, W W. Wilson, F. Knight, P. Coates	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Sealed Cargo D. Andrews, C. Belenda, C. Rains	Pursuit P. Edwards, S. Flagg Of Texas, W M. Chapin, E. Janssen, J. Bell The Lady R. Stack, J. Page, G. Roland (Made in Mexico)	Rawhide T. Power, S. Hayward, H. Marlowe On The Riviera D. Kaye, G. Tierney, C. Calvet (Technicolor)	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen) Try And Get Me F. Lovejoy, K. Ryan, (Stillman) The First Legion C. Boyer, B. Rush (Sirk) The Prowler V. Heflin, E. Keyes (Eagle) Odette A. Neagle (English-made) (Lopert)	Katie Did It M. Stevens, A. Blyth, C. Stevens The Fat Man J. Smart, J. London, R. Hudson Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	I Was A Communist For The F.B.I F. Lovejoy, D. Hart Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor Savage Drums Sabu, L. Baron, H. B. Warner	Night Into Morning R. Milland, J. Hodiak, N. Davis No Questions Asked B. Sullivan, A. Dahl, G. Murphy Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	Casa Manana R. Clarke, V. Welles Father Takes The Air R. Walburn, M. McClure, G. Gray Montana Desperado, W J. M. Brown	Dear Brut M. Freeman, B. DeWolfe, E. Arnold Trio J. Simmons, J. Hayter, K. Harrison (English-made)	Jungle Headhunters Documentary of Amazon expedition (Technicolor) Best Of The Bad Men R. Ryan, B. Cabot, C. Trevor (Technicolor) Gunplay, W T. Holt, J. Dixon, R. Martin	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan Half Angel J. Cotten, L. Young (Technicolor) As Young As You Feel M. Woolley, T. Ritter, D. Wayne Smoky My Friend Flicka Thunderhead, Son Of Flicka (Technicolor Reissues)	The Hoodlum L. Tierney (ELC) Two Gals and A Guy (ELC) Fabiola M. Morgan (Levey) The Man With (Italian-made) My Face B. Nelson, C. Matthews (Gardner) Puerto Rico Three Steps North L. Bridges (Wilder) St. Benny The Dip D. Haymes, N. Foch (Danziger)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor) Hollywood Story R. Conte, J. Adams, H. Hull Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker	Along The Great Divide K. Douglas, V. Mayo, W. Brennan Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart Strangers On A Train F. Granger, R. Roman, R. Walker
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren Two Of A Kind E. O'Brien, L. Scott, A. Knox Hurricane Island J. Hall, M. Windsor, R. Vincent (Supercinecolor) The Big Gusher W. Morris, P. Foster, D. Patrick Mask Of The Avenger J. Derek, A. Quinn, J. Lawrence (Technicolor) Bonanza Town, W C. Starrett, S. Burnette	G. I. Jane J. Porter, T. Neal, I. Adrian Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay Lost Continent C. Romero, H. Brooke, C. Chandler	Kind Lady E. Barrymore, M. Evans, A. Lansbury Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor) The Law and The Lady G. Garson, M. Wilding, M. Main Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell	Yukon Manhunt K. Grant, G. Davis, Chinock Stagecoach Driver, W W. Wilson, F. Knight, G. Winters Let's Go, Navy Bowery Boys	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor) Ace In The Hole K. Douglas, J. Sterling, B. Arthur Happy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor) (English-made) His Kind Of Woman R. Mitchell, J. Russell	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest Happy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor) (English-made) His Kind Of Woman R. Mitchell, J. Russell	The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen The Dakota Kid, W M. Chapin, E. Janssen Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Rocket Men", serial)	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor) The Frogmen R. Widmark, D. Andrews, G. Merrill The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell Jesse James Return Of Frank James Kentucky Buffalo Bill (Technicolor Reissues)	Cairo Road E. Portman (English-made) (ELC) He Ran All The Way J. Garfield, S. Winters (Roberts) Pardon My French M. Oberon, P. Henreid (ELC) Cyrano De Bergerac J. Ferrer, M. Powers, W. Prince (Regular release)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor) Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay Cyrano De Bergerac J. Ferrer, M. Powers, W. Prince (Regular release)	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor) On Moonlight Bay D. Day, G. MacRae, J. Smith (Technicolor)

HOLIDAYS

July 4—Independence Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy
Aug.—The Highwayman—W. Hendrix, C. Coburn, P. Friend (Cinecolor)

REALART

May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
Secrets Of A Sinner—J. Boles, B. Cabot, M. Evans
June—Guerillas Of The Underground (Paris Underground) C. Bennett, K. Kruger
Massacre In The Orient (Danger in the Pacific)—T. Bey, L. Allbritton
July—Criminals Of The Underworld (Eyes of the Underworld) L. Chaney, W. Borrie
Fighting The Racketeers (Big Town Czar)—B. MacLane, J. LaRue

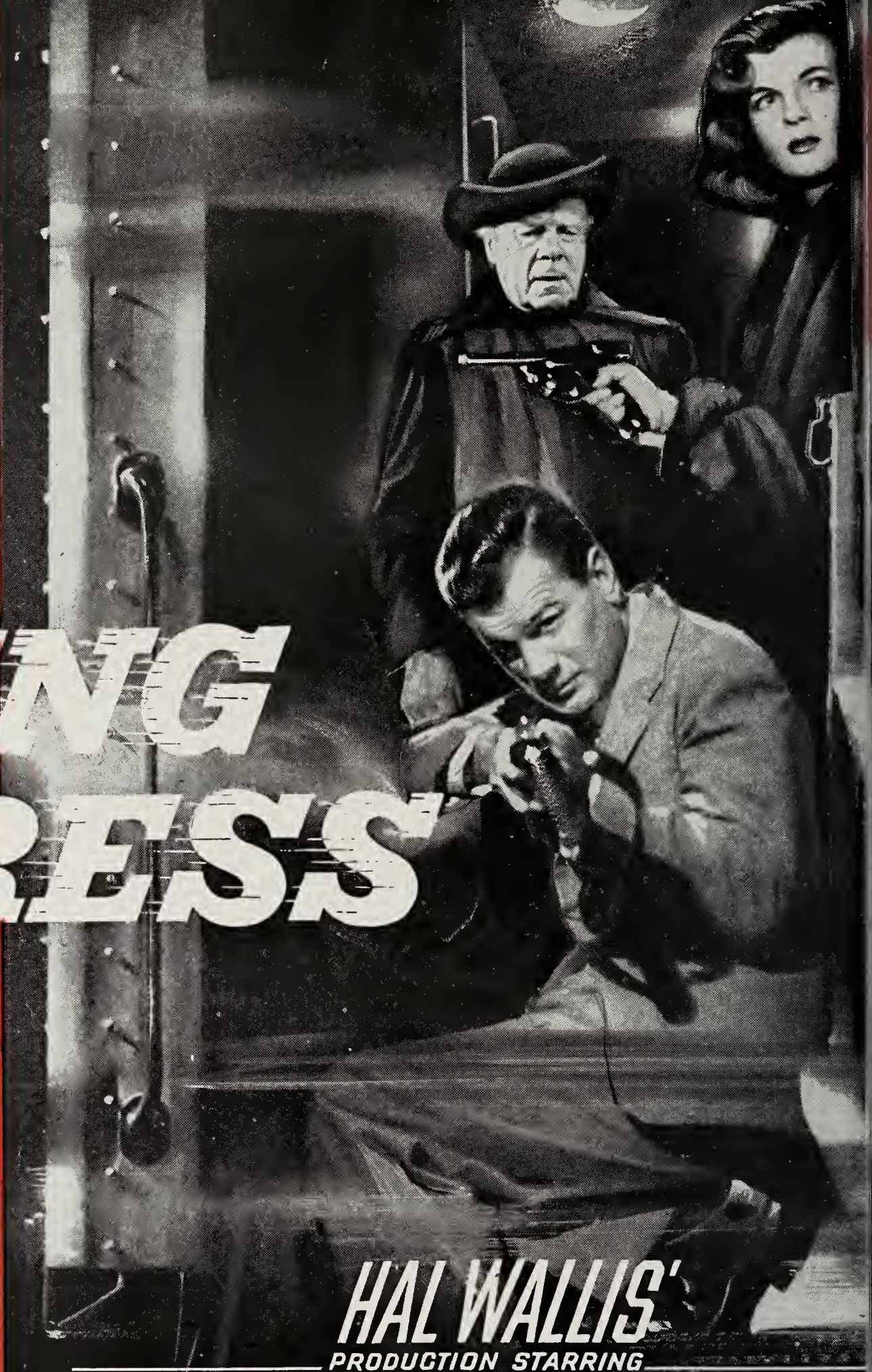
*Clear The
Track For*

PEKING EXPRESS

*Due In August
From PARAMOUNT
—High Speed Action
That Scoops The
Headlines About
China Today*

**MORE
BETTER.  BIGGER
PICTURES**

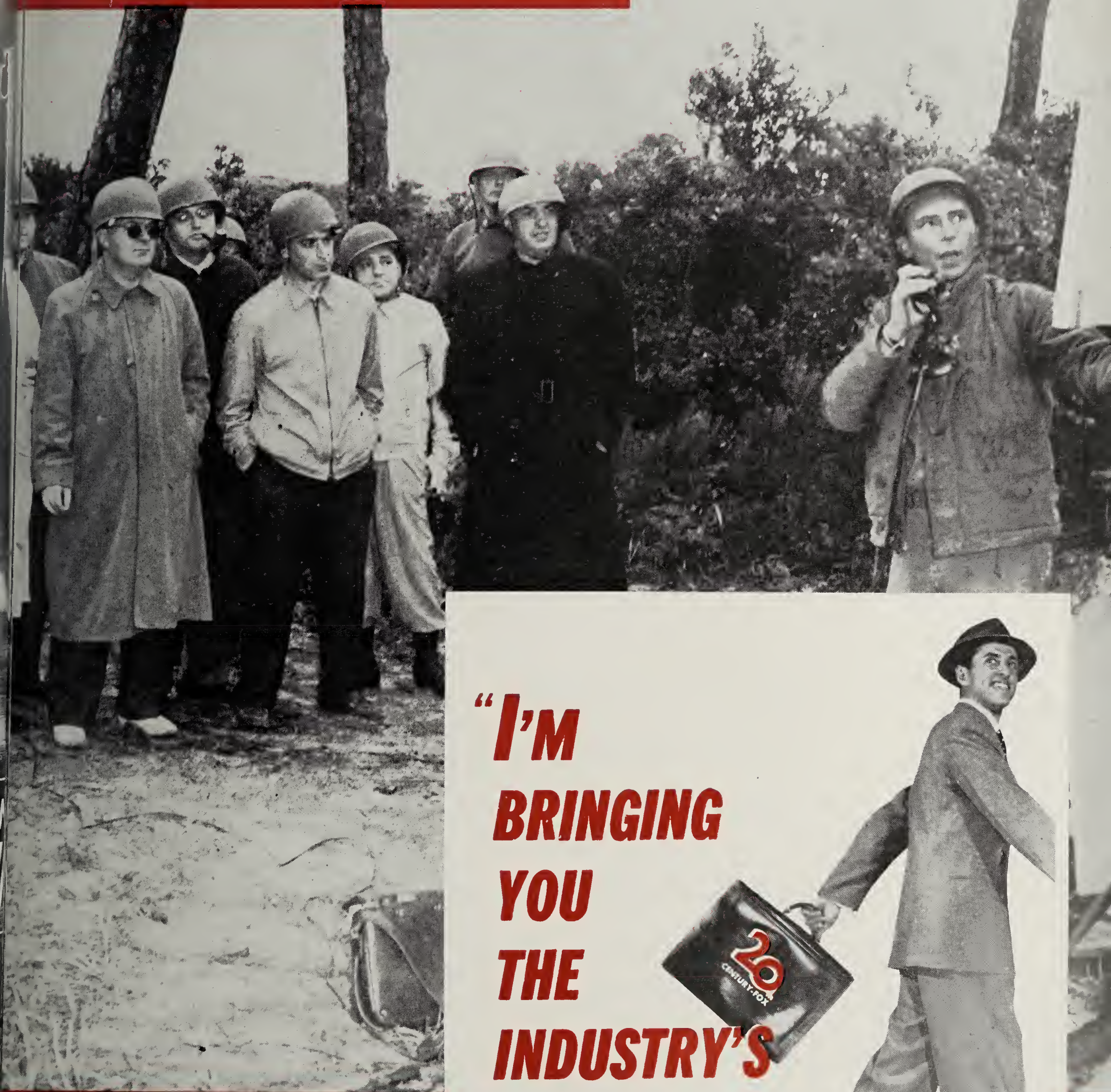
Timeliness Sells! And not since the same producer made "Casablanca" has so much excitement been so precisely timed to the day's news.



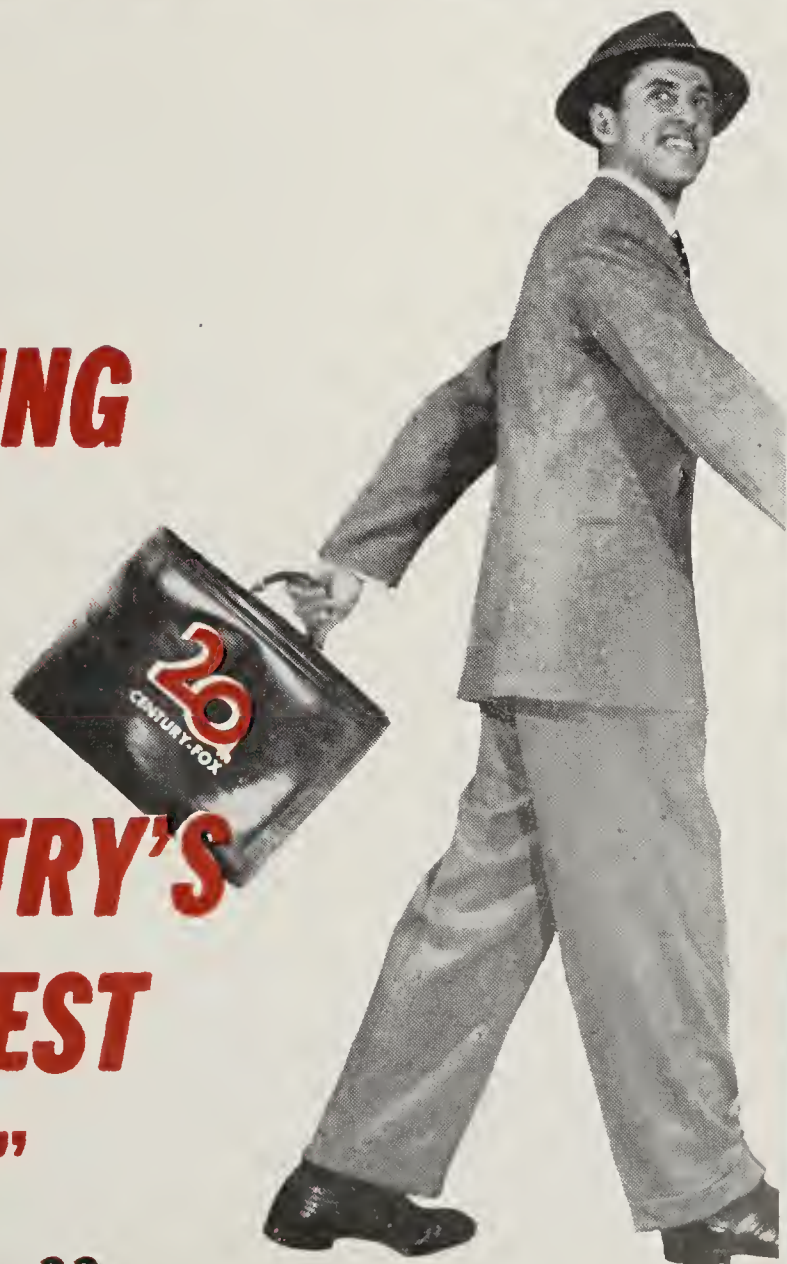
HAL WALLIS'
PRODUCTION STARRING
**JOSEPH CORINNE EDMUND
COTTEN · CALVET · GWEN**

*with MARVIN MILLER
Directed by WILLIAM DIETERLE
Screenplay by John Meredyth Lucas
Adaptation by Jules Furthman
From a Story by Harry Hervey*

EXHIBITOR



***"I'M
BRINGING
YOU
THE
INDUSTRY'S
GREATEST
NEWS!"***



46 Number 9
Two Sections, Section One

JULY 4, 1951

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **EXTRA PROFITS**

see pages 11 to 22

M-G-M's
"SHOW BOAT"
 NEW and TECHNICOLOR, too!



POEM FOR SHOWMEN

For easy sailing
 Please take note
 Of Leo's Hits!

"Don't miss the boat!"

"THE GREAT CARUSO's"*

Noble voice

Makes M-G-M the

Nation's choice—

There's "GO FOR BROKE!",

"EXCUSE MY DUST",*



CARUSO Sings!
The nation listens!



"RICH, YOUNG
 AND PRETTY"
 M-G-Musical,
 Big as usual!



"EXCUSE MY DUST"
Fun! Romance! Songs!



"GO FOR BROKE!"
"Battleground" success!

(Continued next page)

(Continued from preceding page)

"RICH, YOUNG AND PRETTY"*

Is a must!

The asterisks*

Convey to you

Those films with

Technicolor, too.

You need the best at

Summertime

So here are more

(Without a rhyme):

"Strictly Dishonorable",

"People Against O'Hara",

"Law and the Lady",

"Teresa",

"The Tall Target",

"The Strip",

"Angels in the Outfield" –

And, among Fall Releases,

"An American In Paris",*

"Pandora and the Flying Dutchman",*

Etc., etc.

"STRICTLY
DISHONORABLE"
Former star of
"South Pacific"!

"LAW AND THE LADY"
Star-Studded comedy!

"TERESA"
Fall Month, N. Y.
New star arrives!

"ANGELS IN THE
OUTFIELD"
Post Flash predicts Smash!

"PANDORA"
Does everything!



"PEOPLE AGAINST
O'HARA"
Sock!



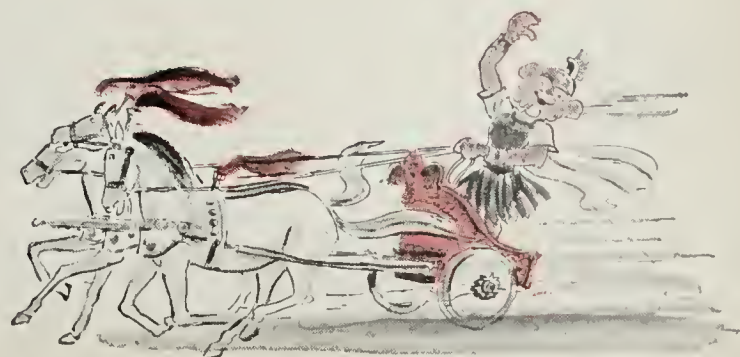
"TALL TARGET"
Thrills!



"THE STRIP"
Musical Melodrama!



"AN AMERICAN
IN PARIS"
Masterpiece of
Musicals!



P. S.

And let us not forget this Fall

"QUO VADIS" comes to top them all!

1NY K DL PAID FT WORTH TEX JUN 14 607A

JACK L WARNER

WARNER BROS STUDIO BURBANK CAL

WE MADE HISTORY. ONLY IN ONE CASE BEFORE DID WE HAVE OPENING THREE THEATRES. NOW ALL RECORDS WERE EXCEEDED AND IT WAS NECESSARY TO INTERRUPT THE REGULAR PROGRAM OF A FOURTH THEATRE TO PRESENT TO AN OVERFLOW AUDIENCE WARNER BROS GREAT PICTURE "FORT WORTH". THE ENTIRE OVER-ALL-EFFECT IN THE REACTION OF THE PEOPLE PRESENT WAS A GRAND JOB OF PUBLIC RELATIONS FOR THE INDUSTRY. MORE THAN SEVEN THOUSAND PAID ADMISSIONS ESTABLISHED AN ALL TIME RECORD AND WE FEEL THAT YOUR PICTURE "FORT WORTH" WILL EXCEED YOUR TREMENDOUSLY SUCCESSFUL "DALLAS". CONGRATULATIONS.

R J "BOB" O'DONNELL

And that's the way it is in over 500 massed-booked houses throughout the Southwest!!!

RANDOLPH SCOTT FORT WORTH

WORLD
Premiere!
Technicolor

Bob O'Donnell, the master showman in action!

ALSO
STARRING

DAVID BRIAN · PHYLLIS THAXTER

DIRECTED BY

EDWIN L. MARIN

PRODUCED BY

ANTHONY VEILLER

Written by
JOHN TWIST





A FEW "friendly taps" on a small boy who was making too much noise during a matinee performance cost a theatre aide exactly \$10 fine. The judge didn't think that the usher was entitled to use that method to impress the lad with the need for quiet.

★

A SOUTHERN theatreman occasionally gets on the local radio, and uses wire recordings of what local folks think of current pictures, often offsetting some of adverse comments which may appear on area dailies.

★

A SURPRISED person was an exhibitor who arrived at the theatre recently, and found a crowd in front of it. It was nothing except good business.

★

CIVIC deed of the week was performed by an attendant at an eastern drive-in who spotted two culprits wanted for more than a month of crime. He notified the state police, who told the local police, who made the arrest.

★

COLOR change of the week saw "Yellow Fin" changed to "Blue Fin."

★

IN CONNECTION with summer exercises, an army postal unit has taken over a theatre in the south. Money orders are being sold in what was the boxoffice, the men sleep in the balcony, the projection booth is being used as an orderly room, and mail is sorted in the orchestra. The house is also the temporary advance command post of the Command.

—H. M. M.

I N D E X

VOL. 46, No. 9

JULY 4, 1951

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THE COVER PHOTO

Commander Raymond Hundevadt, navy "frogmen" chief, briefs the press contingent that recently witnessed a demonstration of underwater demolition at Norfolk, Va., which was part of 20th-Fox's tie-in with the world premiere festivities for "The Frogmen," Little Creek, Norfolk.

EXHIBITOR

VOL. 46, No. 9



JULY 4, 1951

Grass Roots Good Will

WITH so much attention being given these days toward counteracting the unfriendly press to which the motion picture industry has been subjected, the recent move of Allied Theatres of Illinois provides a highlight.

IN CHICAGO, already two luncheons have been held at which time film critics and newspaper executives have met with the thought of overcoming some of the derogatory statements and attacks aimed at the business.

IN PRESENTING the trade's viewpoint, Jack Kirsch, who heads the Illinois body, told the newspaper folk that no one in Hollywood ever deliberately makes a bad picture, and that the coast realizes more than ever that a degree of perfection in production is a requisite for bringing back customers to the boxoffice.

KIRSCH also suggested that the producers, during the next six months, should only release pictures of exceptional merit, and lay aside product of questionable potentialities. While this is a good thought, it would be rather difficult to fulfill for the simple reason that some companies don't have a backlog of product to play with, and amortization costs can't wait.

HOWEVER, it is generally agreed that if, by purpose or by chance, the industry could break out with a rash of good films, this would be proof positive to all that there is nothing like motion picture entertainment.

THE ALLIED of Illinois idea is one that can be easily handled on a grass roots level. In each community there is a newspaper, whether large or small, and it would seem to make sense that if the theatremen talk over matters of import to both sides, there could be mutual benefit.

AND SINCE COMPO's functioning seems to have slowed down for the present, it appears as if the individual film man will have to be his own good will ambassador.

THERE is no better time to start than now.

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LET'S "FACE" IT!

You're going
to be doing
smash business
when you
play

THE MAN WITH MY FACE



The most lethal
murder weapon
ever devised.

"Unusual. Builds suspense,
speeds to wildly exciting
climax. Gripping click!"

—FILM DAILY

"Unusual excitement. Vital
and novel, cleverly planned!"

—M.P. DAILY

"Fine performances, excellent,
one long, exciting chase!"

—M.P. HERALD

EDWARD F. GARDNER presents

"THE MAN WITH MY FACE"

starring **BARRY NELSON** with Lynn Ainley
James Boles • John Harvey • Jack Warden

Carole Matthews • Screenplay by

Samuel W. Taylor, T. J. McGowan, Vincent
Bogert and Edward J. Montaigne

From a Novel by Samuel W. Taylor

Directed by **EDWARD J. MONTAIGNE**

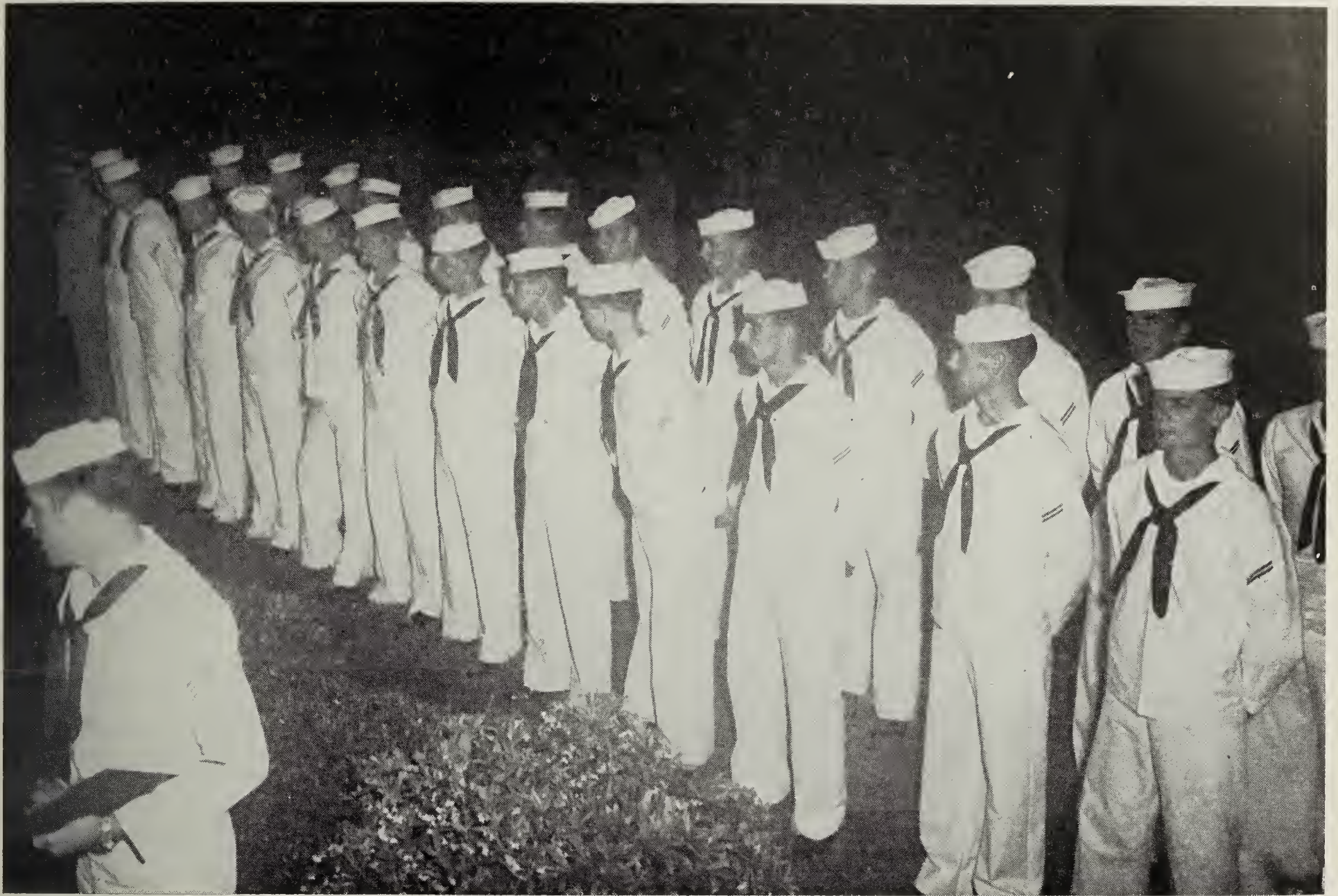
Produced by **EDWARD F. GARDNER**

Released thru United Artists



RIGHT "FACE" FOR
BRIGHT BUSINESS

UUA



AT LITTLE CREEK, NORFOLK, VA., A NAVY HONOR GUARD STANDS IN FORMATION DURING PREMIERE FESTIVITIES FOR 20TH-FOX'S "THE FROGMEN."

Unusual Assignment

The Trade Press Learns About 20th-Fox's "The Frogmen" At Close Range



Admiral Briscoe, one of many high ranking naval officers present at "The Frogmen" premiere, arrives at the Little Creek theatre with his wife.

WITH trade paper reporters converted into war correspondents for a weekend, 20th-Fox recently staged one of the most unusual press junkets in years on behalf of its story of the navy's underwater commandos, "The Frogmen."

The newsmen had scarcely gotten off their bus at the amphibious base, Norfolk, Va., and donned their steel helmets, when they were subjected to a barrage of mud-and water set off by a round of 100-pound demolition charges.

It introduced the touring pressmen to a two-day program of highly exciting activities staged by the navy's famed underwater demolition teams, topped by the premiere showing of the film at the Little Creek base theatre.

Vice-Admiral Robert Briscoe, commander-in-chief, Atlantic Amphibious forces, played host at the base, and it was through his auspices that the visiting

group got a first-hand view of such items as demolition, casting off and retrieving of "frogmen" on missions, and the latest in attack transports and rocket-carrying ships.

"The Frogmen" premiere was dressed up in high naval style. A guard of honor and the Norfolk naval base band piped the celebrities "aboard," with high brass coming down from Washington to take part in the festivities.

With newsreels, magazines, radio, television, and wire services covering the junket, a rich publicity payoff ensued. Following the mutual boost given the navy and the film, "frogmen" became an official navy designation of its weirdly-clad demolition specialists.

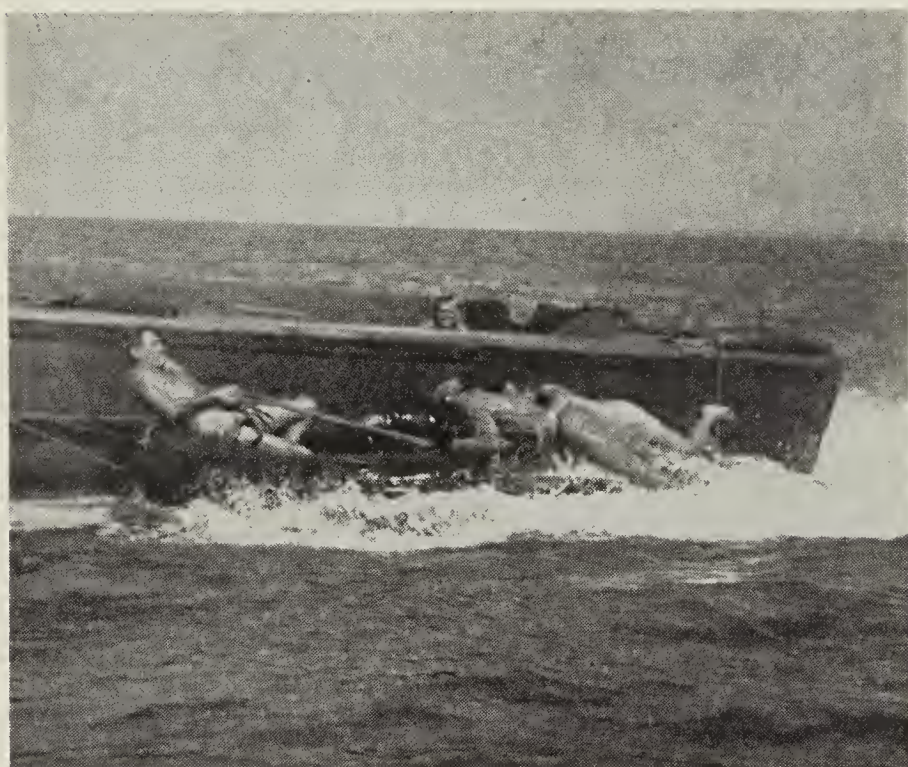
Depicted on this page and the next are the premiere and the press junket, the kind of a publicity trip that should give considerable boxoffice boost as "The Frogmen" plays at the nation's theatres during the coming weeks.



Press representatives are carried out to sea in swift UDT craft to watch "frogmen" take hazardous qualifying tests in underwater demolition.



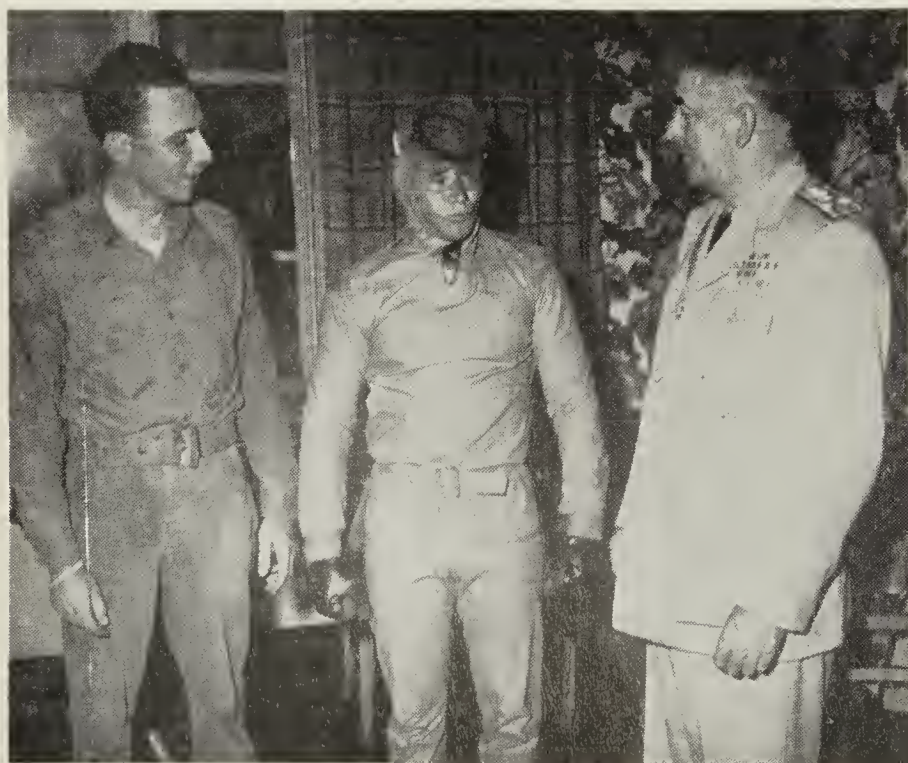
Weirdly dressed in rubber suits, a group of underwater commandos receives last minute briefing before moving out on a demolition mission.



After completing his mission, an underwater demolition expert is hauled out of the sea by men on a rubber raft lowered from a speeding boat.



EXHIBITOR's Mel Konecoff, left, and newsman Leo Mishkin interview one of the members of the underwater demolition team after the demonstration.



Commander Raymond Hundevadt and Vice-Admiral Robert Briscoe, commander of the Atlantic Fleet amphibious forces, are seen with a "frogman."



Pictured at the demonstration of underwater demolition for the press are, from left, Commander R. Smith, Captain Hull, and Commander Hundevadt.

Mel Konecoff's NEW YORK

BERT FRIEDLOB, independent producer releasing through 20th Century-Fox, arrived, bringing with him a print of "A Millionaire For Christy," starring Fred MacMurray, Eleanor Parker, and Richard Carlson, and was guest of honor at a luncheon attended by trade press representatives and publicity and advertising representatives from the home office.



KONECOFF

Friedlob believed that today the independent producer has to have a gimmick, and he considers his to be the release of his film by 20th Century-Fox. He thinks that when a producer works for himself, there is no reason for him to turn out a bad film since he has the time to polish off a story. His most recent entry cost over a million dollars, he says, and every effort will be made to help exhibitors sell the film. His music director, Victor Young, will travel through 30 cities plugging the tunes with disc jockeys, his art director will plug his end, and he and his wife, Miss Parker, will visit more than a score of cities. Release is in September.

Friedlob conferred with home office officials on distribution plans, and also showed the film to key executives.

SHOOTING: The other day we traveled to West 9th Street to catch producer-director-writer George Seaton filming location sequences on his and William Perlberg's film for Paramount, "Anything Can Happen," the story of an immigrant and what happens to him when he arrives in this country. When we arrived, the police were holding back crowds of people watching while Seaton put Jose Ferrer and Kim Hunter through their paces.

We got a chance to talk to Seaton in between camera set-ups, and he said shooting on location was important because the authenticity would lend depth and authority to the film even though only about 15 per cent of the film will consist of location takes. The expense involved is about the same as if shot in the studio, but realness will be a more than compensating factor. New York City authorities were very cooperative.

Seaton brought 50 people from the coast for nine days' shooting, and he had to get local unions to provide duplicate technicians to stand by so that there wouldn't be any labor difficulties. The company returns to Hollywood for 26 more shooting days. The film should cost about \$1,100,000. Incidentally Seaton co-produced with Perlberg "Aaron Slick From Punkin' Crick" and "Rhubarb" for Paramount. He writes and directs about one film annually.

NOVELTY: Circuit heads and top industry figures received from United Artists' "Cyrano" cigarette boxes with three cigarettes therein to wit: "An Old Gold because the picture is crammed with it;

IBC Restricts Use Of TV Kinescopes

NEW YORK—The International Boxing Club indicated last fortnight that according to contracts which have been, and will be, drawn up with theatres, the latter have no right to kinescope an exclusive theatre television presentation such as the Louis-Savold fight for subsequent use either in that theatre or in any other.

In the case of B and K's State Lake, Chicago, which filmed the event on its Paramount intermediary theatre TV equipment, and then replayed the film at the State Lake and Regal, the practice will not occur again, an IBC official said.

a Lucky Strike because it means LSMFT—Lotsa Money For Theatres, and a Camel because it's kind to your throat and to your pocketbook, too." What, no pipe tobacco?

DISTRIBUTION: Ilya Lopert, president, Lopert Film Distributing Corporation, prior to leaving on a European tour and conferences with Sir Alexander Korda along with Morris Helprin, Korda's representative here, reported that he thought that the influx of good foreign films has fallen down, that he may release some of the films scheduled for distribution by his company to TV if they are not deemed commercially successful for theatres, and that he may expand his sales force to take care of an expanded release schedule due in the fall. It is expected that there will be Lopert representatives in 10-12 cities.

Lopert admitted that his company was unable to adhere to a previously set schedule of releasing on a monthly basis but it is expected that four films, in addition to "Tales Of Hoffmann," will be released in the fall. On the "Hoffmann," he reported that the distribution film rental has hit the \$300,000 mark from just seven cities in 10 weeks, on a roadshow policy. He expects it to gross two million.

Films scheduled for the fall are: "Cry The Beloved Country", "Outcast Of The Islands", "Wooden Horse", and "Women Without Names." Future pictures that he will discuss with Korda include: "The Sleeping Beauty", "Gilbert And Sullivan", and "The Sound Barrier." If he comes across suitable European-made product, he will seek distribution deals.

THE METROPOLITAN SCENE: Gene Kestenbaum, son of veteran industryite, Sam Kestenbaum, was married to Marian Knox. . . . Bernard Estes, industry publicist, will again handle publicity for the annual Picture Pioneers' banquet as well as for the Foundation of the Motion Picture Pioneers. . . . General and Mrs. Douglas MacArthur were guests of the Palace. Manager Herb Bonis reserved a box for the party, and the general received a round of applause from fellow patrons. The general complimented Bonis on his handling. . . . It looks as though everything and everybody has been on tour or are going on tour so now it's time for a dog to hit the road on behalf of "Behave Yourself." We guess that he will hit the lamppost circuit. . . . One druggist was so impressed with "The Thing" that he bought up blocks of tickets to distribute among his patrons. Guess people would say he was giving away

"Frogmen" Strong In Broadway Bow

NEW YORK—Led by Radio City Music Hall, the Roxy, and the Globe, Broadway first-runs, with the July 4 midweek expected to help, all anticipated a boxoffice perk up, this week. According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, hit \$83,000 on Thursday through Sunday, with the eighth week sure to surpass the previous week and hit \$148,000.

"THE FROGMEN" (20th-Fox). Roxy, with stage show, did \$55,000 on Friday, Saturday, and Sunday, with the opening week anticipated at \$101,000.

"HE RAN ALL THE WAY" (UA). Paramount, with stage show, claimed \$57,000 for the second week.

"THE PROWLER" (UA). Criterion estimated the opening week at \$20,000.

"ACE IN THE HOLE" (Para.). Globe expected the opening week to tally \$32,000.

"TWO OF A KIND" (Col.). Mayfair had an \$8,000 opening week.

"MASK OF THE AVENGER" (Col.). Victoria claimed an \$18,000 opening week.

"HARD, FAST, AND BEAUTIFUL" (RKO). Astor reported a \$15,000 opening week.

"SAMSON AND DELILAH" (Para.). Loew's State expected the second and last week to reach \$15,000.

"EXCUSE MY DUST" (MGM). Capitol, still with stage show, claimed \$50,000 for the opening week.

New Windy City Suit Filed

CHICAGO—A \$1,380,000 treble anti-trust suit was filed in federal district court on behalf of Leo A. Solomon, a stockholder in the old La Mar building corporation, which formerly controlled the building housing the Stadium, Evanston, Ill. Among the defendants are B and K and Sam C. Meyers, who operate theatres in the suburban North Shore district.

The suit contends the Stadium sustained losses through discrimination in film distribution and other practices by the defendants with the result that, in 1945, control of the building and theatre was relinquished to Northwestern University.

Tax Collections Down

WASHINGTON—In a report issued by the Bureau of Internal Revenue last week, general admission tax collections were down again. May collections amounted to \$28,686,692, compared with \$30,227,056 of last year.

"Things." . . . An Oscar comes to Brooklyn. Jose Ferrer's Oscar was on display in a Brooklyn department store window to tie in with "Cyrano de Bergerac." . . . Belle Meyer, former secretary to Sam Seidelman, foreign sales manager, ELC, is now with Monogram International as secretary to President Norton Ritchey. . . . The July issue of Dynamo, 20th Century-Fox house organ, is going out to exhibitors with a complete outline of forthcoming product. It looks like the Dynamo of old. . . . Okeh pressbooks are out on "He Ran All The Way" and "The Lady And The Bandit."

This Was The Week When . . .

UA announced that it would release Harry Popkin's "The Well" in the fall. . . . 20th-Fox announced openings of "Take Care Of My Little Girl," with emphasis on summer sessions of schools and colleges. . . . MGM's "Show Boat" replica started its tour in New York. . . . Stars were on hand for the world premiere of Paramount's "Peking Express" at the Paramount, San Francisco. . . . The world premiere of U-I's "Francis Goes To The Races" was set for Keith's, Washington, July 4 (today).

UA held the world premiere of "Three Steps North" at the Palace, New York City. . . . 20th-Fox revealed a national tieup with the U. S. Divers Company, manufacturer of the Aqua-lungs used in the underwater sequences of "The Frogmen." . . . U-I joined with Catalina Swimsuits, Pan American World Airways, and Long Beach, Cal., in sponsoring the first world-wide beauty contest for a "Miss Universe," with the winners of the competition, to be staged in Long Beach in June, 1952, receiving contracts with U-I. . . . UA revealed that five releases had been added to its schedule, making a total of 43 since the first of the year, with "The River", "The Well", "Mister Drake's Duck", "Cloudburst", and "Obsessed." . . . Ruth Roman, WB star, was chosen "Queen of National Tennis Week."

New Action Filed In Chicago

CHICAGO—Triple damages of \$1,980,000 are asked for alleged losses of revenue from July, 1933, to Dec. 31, 1947, at the Alamo due to its not being permitted to play product until nine weeks after it played Loop runs in a suit filed in federal district court by Alamo Theatre Company and Vogue Amusement Company, against Columbia, Paramount, RKO, 20th-Fox, Warners, and Balaban and Katz.

The theatre was run during this period by Alamo Theatre Company, with Vogue the landlord, to share on a percentage basis during part of the period involved. Owners of both companies were Arthur F. Sass, Mae A. Lynch, Verne R. Langdon, and the late William J. Mueller.

Rogers Goes Into Court

LOS ANGELES—Roy Rogers last fortnight filed suit in federal district court against Republic, seeking to restrain the company from licensing or selling his old films for TV.

The action also asked \$100,000 damages from Republic and Hollywood Television Service, Inc., claiming that the proposed sale had damaged him, and had caused cancellations of his radio program. A preliminary restraining order was granted until July 6.

E. C. Timberlake Feted

NEW YORK—Members of the legal departments of picture companies and other friends honored E. Compton Timberlake, member of the RKO legal department, with a luncheon last week prior to his resignation from RKO to take up new duties with Dupont on July 5.



International film producer I. G. Goldsmith, left, received the first annual Garutso Award for excellence in the use of the Garutso balanced lens in the filming of United Artists' "The Scarf" at a recent luncheon at the Hollywood Athletic Club, Hollywood. Lens inventor Stephan E. Garutso, right, made presentation to him at the luncheon.

Williams Heads Mississippi Group

BILOXI, MISS.—T. E. Williams was re-elected president, Mississippi Theatre Owners Association, at the organization's annual convention last week at the Buena Vista Hotel.

A. R. Royal was reelected secretary-treasurer.

The group voted to go on record as opposed to the Congressional proposal to exempt benefit and non-profit shows from the federal amusement tax.

Speakers were Gael Sullivan, TOA executive director; Leon Bamberger, RKO exhibitor relations director, and Mike Simon, MGM.

Title Bureau Sets Record

NEW YORK—More distributors and producers of motion pictures used the services of MPAA's Title Registration Bureau in 1950 than in any of the 25 years the project has been in operation, it was disclosed in an annual report prepared by Margaret Ann Young, director of the bureau, covering the 12-month activities of the department, last week.

Non-members operating under the Title Registration Agreement currently outnumber the member companies by more than eight to one. In 1950, 4078 new titles were registered, 191 more than in the previous year and the highest total since 1942. In addition, 188 titles were approved for non-members not signatories to the Title Registration Agreement but who submit their films to the Production Code.

Run Bill Up In Illinois

SPRINGFIELD, ILL.—A bill passed by the Illinois House of Representatives and sent to the State Senate last week would require advertisements by exhibitors to show whether a film had been shown previously in a locality. The measure would require that ads designate in print "at least half as large as any other used in the advertisement" whether a film is a second, third, or fourth-run.

Schine Time Extended

WASHINGTON—The Schine Circuit last week was granted an 11-day extension of the time in which to dispose of 11 houses. The period of grace ends on July 11.

Third Bout Set For Theatre TV

NEW YORK—Third bout to be carried exclusively by the theatre television network will be the Remy Layne-Rocky Marciano heavyweight fight on July 12, it was announced last week by James D. Norris, president, International Boxing Club, and by Nathan L. Halpern, Theatre Network Television, on behalf of the motion picture theatre companies. The Layne-Marciano fight, matched by the International Boxing Club, is scheduled from New York Madison Square Garden.

The Layne-Marciano fight will be shown exclusively in theatres outside the general New York City area, and will not be available to television sets in homes or public places. It is expected that the 11 theatres which carried the LaMotta-Murphy fight will carry the July 12 fight: Albany, Fabian's Palace; Philadelphia, S-W Stanley; Baltimore, Md., Loew's Century and the Met; Washington, D. C., RKO's Keith and District Theatres' Lincoln; Richmond, Va., Fabian's National; Pittsburgh, Shea's Fulton; Cleveland, RKO's Palace, and Chicago, United Paramount's Tivoli and State-Lake. Additional theatres may become available by new installations and coaxial clearances by the AT and T.

Reports from 11 theatres in eight cities which carried the LaMotta-Murphy fight showed capacity crowds and turnaways in nearly each situation.

Philadelphia joined the list with the S-W Stanley, which played to more than 3000, with thousands turned away. The admission was raised to \$1.25 from 99 cents. The Fulton charged \$1.50 for reserved seats but other houses in most cases, kept their regular rates. The Palace, Albany, charged 90 cents as against 75 cents, and the National rose to \$1 against 65 cents. The Lincoln went to 74 cents from 50 cents.

The Lincoln and the Met, Baltimore, didn't hit capacity. The Chicago State-Lake presented a second showing via kinescope for those who didn't get into the first show.

Oklahoma Corporation Sues

OKLAHOMA CITY—Duffy Theatres, Inc., filed a \$114,000 anti-trust suit against Griffith Consolidated Theatres, Inc., in federal district court last week, charging its theatres were forced out of business by Griffith.

This was the first claim for damages to follow the U. S. Supreme Court decision last year ordering Griffith Amusement Company to dissolve its anti-trust combinations.

Duffy Theatres as a corporation is no longer in existence. Its license was cancelled by the Oklahoma Tax Commission in 1938 for non-payment of corporation license tax. The petition says the Duffy interests owned and operated the Rialto and Temple, Mangum, Okla., when Griffith opened a theatre there in July, 1937.

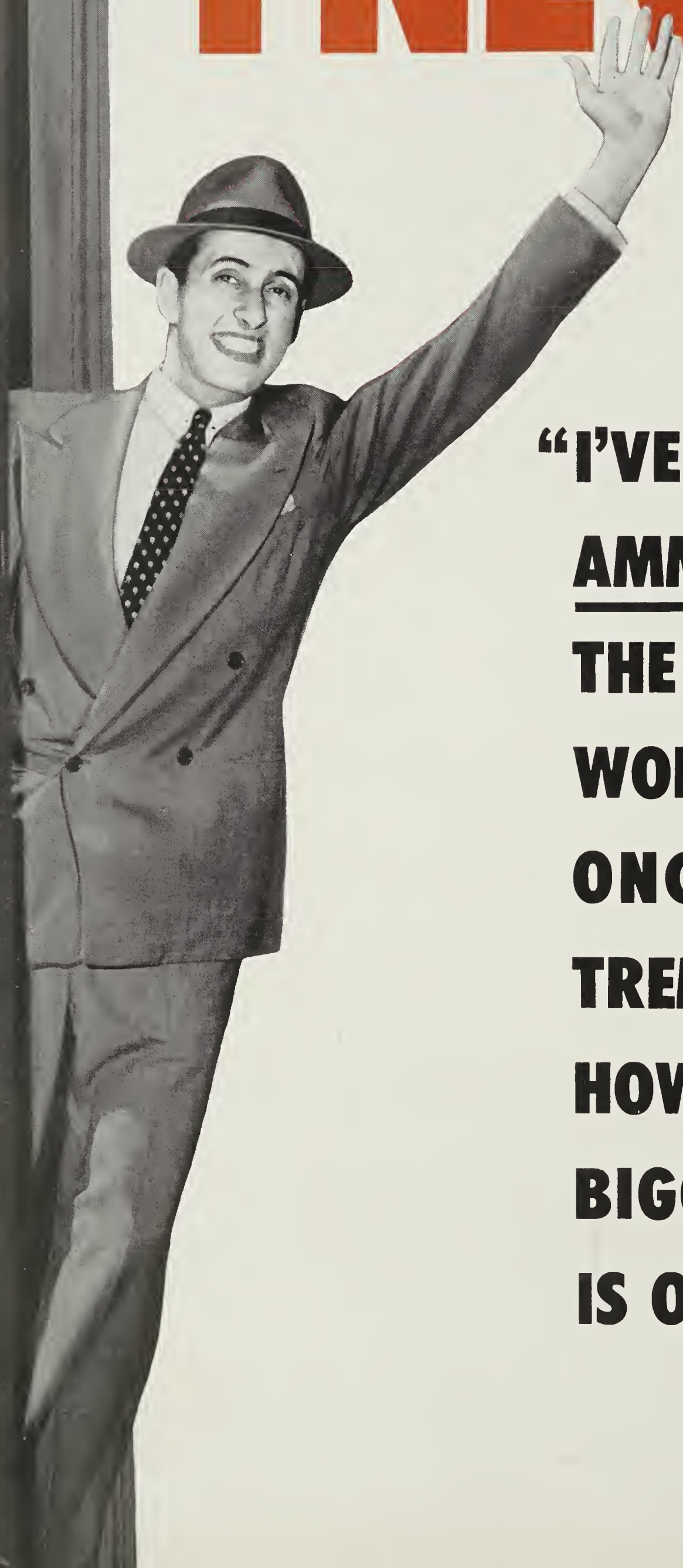
Martin Hodge, Jr., Mourned

NEW YORK—Martin Hodge, Jr., 48, head of home office branch accounting for Paramount, passed away last week at St. Mary's Hospital, Hoboken, N. J. Hodge joined Paramount in 1925, starting in the theatre accounting department.



**AND NOW
TWENTIETH CENTURY-FOX
PASSES THE AMMUNITION!**

“I NEVER IN
IN



**“I’VE SEEN WHAT WE’VE
AMMUNITION! POWER
THE INDUSTRY’S SHOW
WORLD MOVIES ARE T
ONCE AGAIN **20** C
TREMENDOUS BARRAG
HOW THAT MADE SHOW
BIGGEST OFFENSIVE
IS ON! **LET’S ATTACK**
TOGETHER!**

...ELT BETTER ...MY LIFE !!”

**...GOT – AND BROTHER, WE’VE GOT THE
...D BY THE LEADERSHIP THAT SET OFF
...MANSHIP CRUSADE... AND TOLD THE
...GREATEST OF ALL ENTERTAINMENT!
...MES THROUGH FOR YOU WITH A
...OF HITS – SUPPORTED BY THE KNOW-
...MANSHIP FAMOUS! THE INDUSTRY’S**



"WE'VE GOT EVERYTHING YOUR PUBLIC WANTS!"



Unusual Stories — Tremendous star power — Technicolor galore — Spectacle attractions — Exploitation pictures to make a showman's mouth water.

A SENSATIONAL BEST-SELLER! A SENSATIONAL MOTION PICTURE!

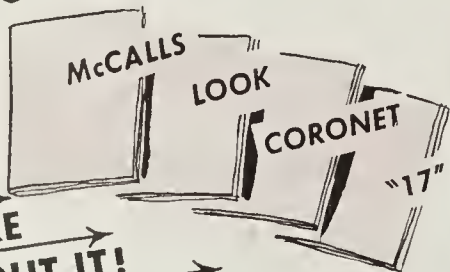


starring
JEANNE CRAIN
(YOUR MARGIE GAL!)

CO-STARRING
DALE MITZI
ROBERTSON • GAYNOR • PETERS
Jeffrey Hunter • Betty Lynn • Helen Westcott
Directed by
JEAN NEGULESCO • JULIAN BLAUSTEIN

Screen Play by JULIUS J. and PHILIP G. EPSTEIN
Based on the Novel by Peggy Goodin

**THE NATIONAL
MAGAZINES ARE
SHOUTING ABOUT IT!**



JULY

THE STORY OF UNCLE SAM
UNDERWATER COMMANDOS

Most unusual and stirring service picture ever made on land, air or under the seas!



**THE
FROGMEN**

starring
**RICHARD
WIDMARK**

**DANA
ANDREWS**

**GARY
MERRILL**

Produced by
SAMUEL G. ENGEL
Directed by
LLOYD BACON

Screen Play by John Tucker Battle • Story by Oscar Millard

They're all talking about this keyhole view of sorority life!



A wonderful story for the whole family—about the kind of guy that Everybody knowsand loves

THE GUY WHO CAME BACK

starring
PAUL DOUGLAS

JOAN BENNETT

LINDA DARNELL

Produced by
JULIAN BLAUSTEIN

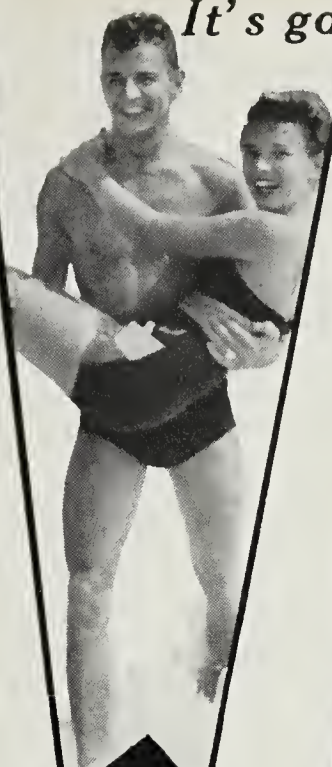
Directed by
JOSEPH NEWMAN

Screen Play by Allan Scott

Based on a Story in the Sat. Eve. Post by William Fay



JULY



It's gonna be a great 20th summer!

AUGUST

THE MOST UNUSUAL TRUE STORY
IN THE ANNALS OF THE WEST!
6 women against the Desperados!



THE SECRET OF CONVICT LAKE

starring
GLENN FORD • GENE TIERNEY

ETHEL BARRYMORE • ZACHARY SCOTT

with ANN DVORAK • BARBARA BATES

Produced by
FRANK P. ROSENBERG • MICHAEL GORDON

Screen Play by Oscar Saul
Adaptation by Victor Trivas • From a Story by Anna Hunger and Jack Pollexfen

Put muscle in your boxoffice



AUGUST

FLASH!

JUST PREVIEWED "NO HIGHWAY IN THE SKY"! AUDIENCE CHEERS RINGING! JAMES STEWART EQUALS "BROKEN ARROW" TRIUMPH! MARLENE DIETRICH NEVER MORE FASCINATING! GLYNIS JOHNS, JACK HAWKINS, JANETTE SCOTT SUPERB! PRODUCER LOUIS D. LIGHTON RATES BIG BOW! DIRECTOR HENRY KOSTER THROWS SUSPENSE HAYMAKER! SCREEN PLAY BY R. C. SHERRIFF, OSCAR MILLARD, ALEC COPPEL MAKES NEVIL SHUTE'S ACTION-PACKED BEST-SELLER KIND OF ENTERTAINMENT EVERYONE'S WAITING FOR!





**WE WILL
PRODUCE
A GREATER
QUANTITY
OF QUALITY
PICTURES
WHICH WILL SERVE
AS A GREAT TONIC
FOR OUR INDUSTRY
AND ANSWER THE
DEMAND OF THE
MOVIE-GOING
PUBLIC....."**

AUGUST
Belvedere is back in stride in
a Big Broadway Stage Hit!

**CLIFTON
WEBB**

in

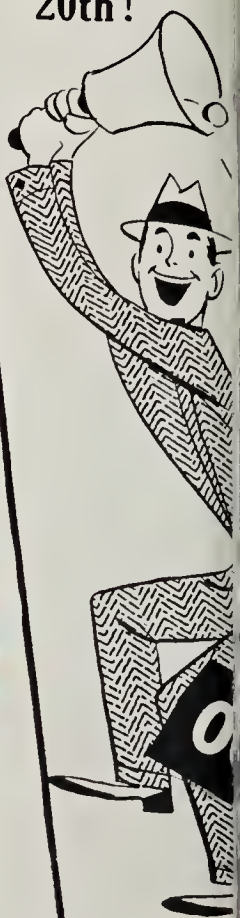


**Mr.
Belvedere
Rings the Bell**

with
**JOANNE DRU
HUGH MARLOWE
ZERO MOSTEL**

Produced by ANDRE HAKIM
Directed by HENRY KOSTER
Screen Play by RANALD MacDOUGALL
Based on a Play by ROBERT E. McENROE
Presented on the Stage
by The Theatre Guild

Keep ringing
the bell with
20th!



SEPTEMBER

Bound to be the talk of the Year!
From the year's top best-seller—
already read by 3½ million people

**THE
DESERT FOX**

Starring

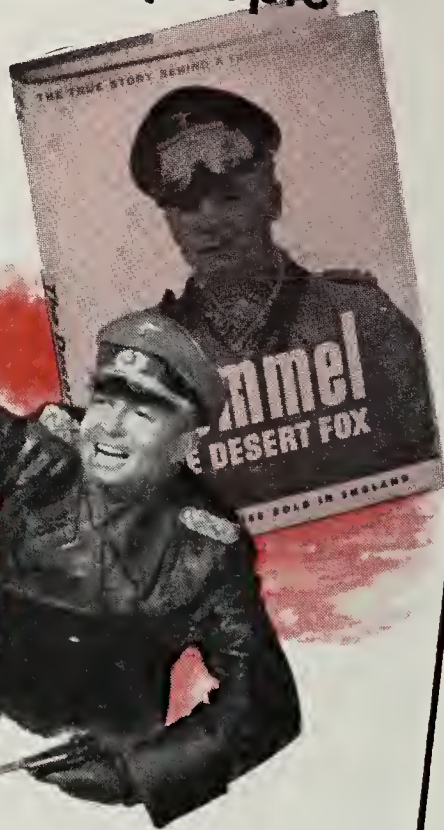
JAMES MASON

with CEDRIC HARDWICKE

JESSICA TANDY • LUTHER ADLER

Written for the Screen and Produced by
NUNNALLY JOHNSON

Directed by HENRY HATHAWAY • From the Book by DESMOND YOUNG



SEPTEMBER

From the men who gave you "ALL ABOUT EVE"
THE DARRYL F. ZANUCK-JOSEPH L. MANKIEWICZ PICTURE OF 1951!

CARY GRANT
JEANNE CRAIN



PEOPLE
WILL TALK



Produced by DARRYL F. ZANUCK • Written for the Screen and Directed by **JOSEPH L. MANKIEWICZ**
with **FINLAY CURRIE • HUME CRONYN**
From the Play "Dr. Praetorius" by CURT GOETZ

20 -the King of
Musical-Makers

BETTY GRABLE

the "Box-office Queen"

MACDONALD CAREY

MEET ME
AFTER THE SHOW

RORY CALHOUN

EDDIE ALBERT • FRED CLARK

Produced by **GEORGE JESSEL • RICHARD SALE**

Color by

TECHNICOLOR

Written by Mary Loos and Richard
Sale • Suggested by a Story by
Erna Lazarus and W. Scott Darling



OCTOBER

A fresh modern romance of a
guy who married his landlord!

A Wac In
His Life

(Temporary Title)

Produced by **JULES BUCK • JOSEPH NEWMAN**
Screen Play by **I. A. L. DIAMOND**
Based on a Novel by Scott Corbett

JUNE
HAYER
WILLIAM
UNDIGAN
FRANK
FAY

with **MARILYN MONROE**



The big ones keep booming!

YOU BET YOU'RE PART OF THE 20th PICTURE!



OCTOBER



LIFE

Life Magazine
kicks off greatest
advance sale of the
most outstanding science-
fiction picture of them all!

THE DAY THE EARTH STOOD STILL

starring

MICHAEL RENNIE
PATRICIA NEAL

with Hugh Marlowe
Sam Jaffe • Billy Gray

Produced by
JULIAN BLAUSTEIN

Directed by
ROBERT WISE

Screen Play by EDMUND H. NORTH
Based on a Story by HARRY BATES

line
em
up
with
his
great
20th
lineup!

NOVEMBER



A romantic
foursome in
a warm and
delightful
story of what
happens
when the
female strays!

CLAUDETTE COLBERT
MACDONALD CAREY
ZACHARY SCOTT

**LET'S MAKE
IT LEGAL**

with Barbara Bates • Robert Wagner • Marilyn Monroe • Produced by
ROBERT BASSLER • Directed by RICHARD SALE • Screen Play by F. HUGH
HERBERT and I. A. L. DIAMOND • Based on a Story by MORTIMER BRAUS

NOVEMBER



It's Terrific! From the South Pacific!

Friendly G.I.'s!

Friendly Hula Gals!

WILLIAM LUNDIGAN • JANE GREER • MITZI GAYNOR
DAVID WAYNE • GLORIA DE HAVEN

"Let's
get
friendly!"



**Friendly
Island**
Technicolor

"A body
of woma
—surround
by males"



with Gene Lockhart • Produced by FRED KOHLMAR
Directed by EDMUND GOULDING • Screen Play
by CLAUDE BINYON, ALBERT LEWIN and
BURT STYLER • Based on a Story
by Edward Hope



"A strong, prosperous exhibition means a strong, prosperous Twentieth Century-Fox! And every associate in our organization is dedicated to serving you—our partners!"

Swashbuckling Romantic Action Hit!
The Most Ferocious—and Beautiful—
Buccaneer to Sail the Seven Seas!

NOVEMBER

ANNE of The INDIES

Color by **TECHNICOLOR**

Starring

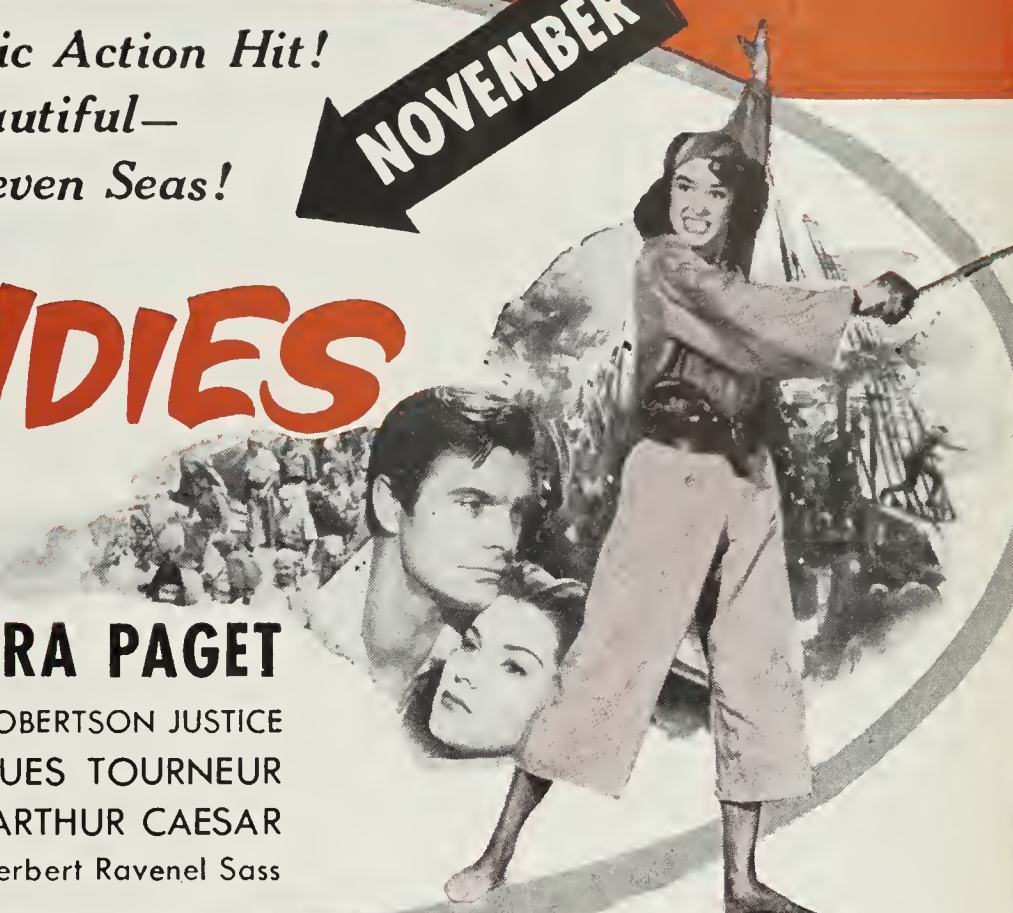
JEAN PETERS • LOUIS JOURDAN • DEBRA PAGET

with **HERBERT MARSHALL • THOMAS GOMEZ • JAMES ROBERTSON JUSTICE**

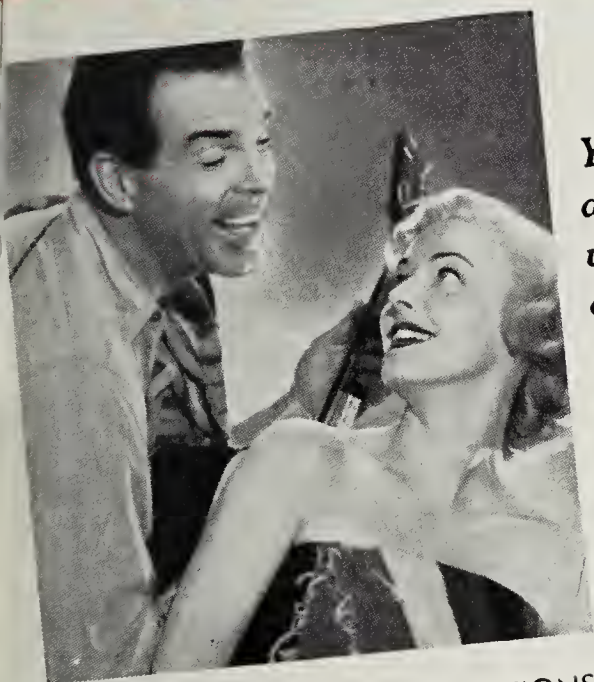
Produced by **GEORGE JESSEL** • Directed by **JACQUES TOURNEUR**

Screen Play by **PHILIP DUNNE** and **ARTHUR CAESAR**

Based on a Story by **Herbert Ravenel Sass**



SOON!



*You'll feel like
a millionaire
when the
crowds start
pouring in for
this hilarious
romance of
a modern
gold-digger!*

THOR PRODUCTIONS Presents

**FRED
MACMURRAY • ELEANOR
PARKER**

in
**A MILLIONAIRE
FOR CHRISTY**

with **RICHARD CARLSON**

UNA MERKEL • KAY BUCKLEY • DOUGLAS DUMBRILLE
Produced by **BERT E. FRIEDLOB** • Directed by **GEORGE
MARSHALL** • Screenplay by **KEN ENGLUND** • Original
Story by **ROBERT HARARI** • Released by 20th Century-Fox

SOON!

**What
IS
My
Sin?**

*Lots to exploit in
daring drama
of a man
who found
himself—in a
woman's
arms!*



A **BERNHARD PRODUCTIONS** Presentation

Starring **STERLING HAYDEN**

VIVECA LINDFORS • THOMAS MITCHELL

Directed by **STUART HEISLER** • Produced by **JOSEPH
BERNHARD** • Co-Producer **ANSON BOND**
Original Screen Story by **Anson Bond** • Screen-
play by **Stephanie Nordli** and **Irving Shulman**
Released by 20th Century-Fox

Available for
Special Engagements
SEPTEMBER

DAVID AND BATHSHEBA

Color by
TECHNICOLOR



starring
**GREGORY
PECK**

**SUSAN
HAYWARD**

with **KIERON
MASSEY · MOORE**
and a cast of many thousands!

Produced by
**DARRYL F.
ZANUCK · KING**

Directed by
HENRY
Written for the Screen by **PHILIP DUNNE**

Greatest box-office pic-
ture in our history!
National ad campaign
will hit 1 Billion Readers!
3 nation-spanning tours
all summer! Tremendous
point-of-sale appropria-
tion! They've never come
Bigger-or Better pre-sold!

You
read
it in

**Film
DAILY**

"20th is
running
its own
film
festival"



"WE ARE DETERMINED EXHIBITOR FRIENDS RESOURCE AT OUR

Available for
Special Engagements
NOVEMBER

DECISION BEFORE DAWN

From the widely hailed
Best-Seller, winner of
the coveted Christopher
Award, comes a tremen-
dous achievement in
motion picture making
—destined for real great-
ness — at the box-office
and in the Screen's
Hall of Fame!



ANATOLE
LITVAK PRODUCED BY
FRANK
and **MCCARTHY**
Directed by the man who gave you "The Snake Pit"
ANATOLE LITVAK

with Richard Basehart • Gary Merrill • Oskar Werner • Hildegard Neff
Screen Play by PETER VIERTEL • Based on the Novel "Call It Treason" by GEORGE HOWE

ED TO BACK UP OUR
DS.....WITH EVERY
R COMMAND.....!"



Have
you
ever
felt
better
in
your
life!



KEEP THEM COMING, DARRYL!

Just look at your 20th future! Here are only a few samples of pictures already rolling to guarantee your fortunes in '52!

"I'LL NEVER FORGET YOU"

TECHNICOLOR (Temporary Title)

The great love story of the year—
with an amazing science-fiction angle!
Starring TYRONE POWER and ANN BLYTH.

"ELOPEMENT"

That Belvedere Man, CLIFTON WEBB,
running away with the year's funniest hit!

"KANGAROO"

TECHNICOLOR

A whopping big outdoor spectacle
from the director of "Halls of Montezuma"
starring PETER LAWFORD, MAUREEN O'HARA!

"GOLDEN GIRL"

TECHNICOLOR

A lavish musical with a novel gold-rush twist!
MITZI GAYNOR, DENNIS DAY, DALE ROBERTSON
supply the Dance, Songs, Laughs and Romance!

"RETURN OF THE TEXAN"

All the canvas and action of the Great Texas Plains!
Starring GARY COOPER as all America
knows him best—wants him most!

"YOU AND THE NIGHT AND THE MUSIC"

TECHNICOLOR

The song and heart-filled Jane Froman story
starring SUSAN HAYWARD, THELMA RITTER,
RORY CALHOUN, DAVID WAYNE!

"VIVA ZAPATA"

A big, rousing, colorful action spectacle from
John Steinbeck's story—directed by Elia Kazan—
starring MARLON BRANDO, JEAN PETERS and MARGO!

"RED SKIES OF MONTANA"

TECHNICOLOR

The exciting, outdoor drama of the fire fighters! Starring
RICHARD WIDMARK, CONSTANCE SMITH, JEFFREY HUNTER.

"BELLES ON THEIR TOES"

TECHNICOLOR

A new book sensation by the same authors and about
the same wonderful family as "Cheaper By the Dozen".
Starring JEANNE CRAIN

KENNETH ROBERTS' "LYDIA BAILEY"

TECHNICOLOR

All the scope—and tremendous action of the acclaimed
best-seller now comes to the screen!

THE INDUSTRY'S BIGGEST OFFENSIVE IS ON!...

LET'S ATTACK TOGETHER!



THERE'S NO BUSINESS LIKE 20 BUSINESS

CENTURY-FOX

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

PARAMOUNT

"Peking Express"—Interesting melodrama.

20TH-FOX

"The Secret Of Convict Lake"—Good melodrama.

Yates Announces Republic Schedule

NEW YORK—Republic President Herbert J. Yates this week revealed the company's 1951-52 program. This will consist of 34 features, 16 westerns, 12 western revivals, and four serials. The feature product will be headed by 15 productions in the "Deluxe Group."

Three Judy Canova productions in Tru-color Three-Color make up the "Peerless Group."

The "Musical Comedy Group" includes three special productions starring Estelita. The "New Master Group" consists of three special exploitation pictures. Ten "Variety" and special productions highlighting action and adventure make up the balance.

The western program is highlighted by eight "Paramount" productions starring Rex Allen. Edward J. White will be associate producer of the Rex Allen pictures, which will be directed by William Witney.

Two new "Premiere Productions" starring Roy Rogers and Trigger and casts of western favorites are supplemented by 12 "Roy Rogers Revivals."

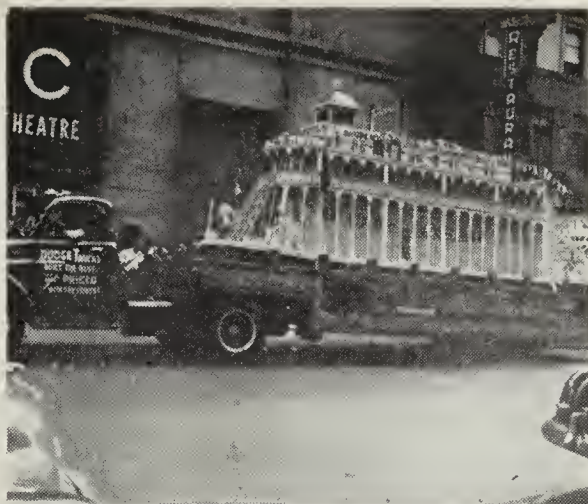
Six westerns in the "Famous Group" will star Allan "Rocky" Lane and his stallion, while four serials complete the 1951-52 schedule.

James R. Grainger, executive vice-president in charge of sales and distribution, will hold a series of four regional sales meetings. The first sales conference will be held on July 6 and 7 at the Blackstone Hotel, Chicago, where Grainger will be joined by district manager Abe Fischer, Richard G. Yates, Grainger's executive assistant, and 10 branch managers. Other meetings will be held in New Orleans on July 9 and 10, where Grainger will meet with district manager Walter L. Titus, Jr., and seven branch managers; in San Francisco, where district manager Francis Bateman will meet with six branch managers on July 12 and 13, and in New York, where district manager John P. Curtin and James V. O'Gara will join Grainger and a group of nine branch managers for a two-day sales conference on July 17 and 18.

Philly Action Names Two

PHILADELPHIA—A suit claiming triple damages and a key run was due to be filed this week in U. S. District Court against MGM and Warners by Harry L. Dembow and the estate of Samuel Dembow. The plaintiffs, who operate the Media, Media, Pa., claim that after the house had been designated as a key run by both companies, the run was taken away.

Representing the plaintiff is the legal firm headed by William A. Gray.



MGM's replica of the "Show Boat," now on a 30-city tour in advance of and tying in with the openings, was launched in New York recently.

NBC Producing TV Films For Theatres

NEW YORK—The National Broadcasting Company revealed last week that it would produce feature-length motion pictures for theatres, starring top television performers.

Each will be a roundup of highlights from one outstanding TV show of the past season, such as the Milton Berle, Jimmy Durante and Eddie Cantor programs.

Video techniques will be used in making the pictures, 35mm. cameras being substituted for TV cameras. Robert Montgomery is being "considered" as narrator.

Bits of the network's TV shows will be refilmed with the original casts. Live audiences will be present for the dress rehearsal and the performance itself.

Production costs were estimated at about \$150,000 a film.

Other shows scheduled for filming are the Martin and Lewis show and the Sid Caesar-Imogene Coca show, it was reported. The new films will be ready in September.

Local H-63 Wins In N. Y.

NEW YORK—In a new election ordered by the National Labor Relations Board, white collar workers at Loew's exchange last week voted to be represented by the Home Office Employees Union, Local H-63, IATSE. This was the first contest of this union to replace the Screen Office and Professional Employees Guild, District 65, Distributive, Processing, and Office Workers of America, as bargaining agent for the office help. The SOPEG, whose contract covering the Loew's exchange office workers had been held invalid by the NLRB, did not appear on the ballot. Certification of the election was expected from the NLRB within a week, after which negotiations will be started for a new contract.

A hearing on a new election at RKO home office was also held by the NLRB as well as one involving National Screen Service home office and exchange.

G. S. Eyssell Elevated

NEW YORK—G. S. Eyssell was named to the presidency of Rockefeller Center, Inc., last week. Nelson A. Rockefeller, president, remains as board chairman.

The election was announced following the regular monthly meeting. Eyssell, head, Radio City Music Hall, has been executive vice-president, Rockefeller Center, since November, 1949.

UPT, ABC Voting On Combination

NEW YORK—United Paramount Theatres' stockholders last week received details of the proposed merger of UPT and American Broadcasting including balance sheets of the two companies and a pro forma consolidated balance sheet of the resulting company. A special meeting for stockholders' action on the merger is scheduled for July 27. Stockholders of ABC will meet on the same day for similar action.

The merger is to be accomplished by the conversion of ABC common into five per cent preferred and common in the resulting company, to be known as American Broadcasting-Paramount Theatres, Inc. This will require the issuance of 608,047 preferred shares and 666,717 common shares with a value of almost \$25,000,000.

Once the stockholders have approved the merger, the plan will come before the Federal Communications Commission.

Discretionary authority to declare the merger agreement void is vested in the directors of either UPT or ABC if, on or after June 1, 1953, the merger has not been approved by the stockholders, or the FCC or other governmental agencies have not approved, or if a court having jurisdiction should restrain the merger.

The UPT proxy statement points out that while ABC has never paid a dividend, ABC's "real value" is in the "bright prospects of future development of television."

The aggregate funded debt of the new company will be approximately \$55,300,000, but it is planned to reduce this to about \$48,200,000 within the week by the payment of outstanding notes. Current assets of the new company would total \$46,316,597 as of March 31, 1951.

U-I Winners Revealed

NEW YORK—One hundred and sixteen Universal Pictures Company division, district, branch and office managers, salesmen, and bookers received their shares of the \$35,000 in cash prizes over the weekend in the recently concluded "Charles J. Feldman Sales Drive." Twenty-nine of the company's 31 branches finished over quota in the 17-week drive, one of the most successful in the company's history.

The southern division, headed by F. J. A. McCarthy, southern and Canadian sales manager, took first place among the divisions. The district headed by Henry H. Martin, including Dallas, Kansas City, New Orleans, Oklahoma City, St. Louis, was the top district. Martin took over during the drive from the late Joseph E. Garrison.

Winning first place among the branches was Dallas, managed by R. N. Wilkinson. Denver, managed by Mayer H. Monsky, was second; Kansas City, managed by Jack Langan, third; Oklahoma City, managed by Charles Hudgens, fourth, and Seattle, managed by L. G. DeWaide, fifth.

Texas Suit Names Distribs

MONAHANS, TEX.—Theatre Enterprises, Inc., and nine distributors were named in an anti-trust suit filed in federal district court last week by R. E. Rushing, operator, Ward. The action charges restraint of trade and monopolistic practices, and seeks damages of \$315,000.

PEOPLE

NEW YORK—William J. Heineman, United Artists vice-president in charge of distribution, last week announced the appointment of Byron Adams as manager of UA's Atlanta branch and Harold Keeter as manager of the Charlotte office. Adams, formerly UA Charlotte branch manager, replaces John Bachman, resigned, while Keeter was promoted from the position of salesman in the Charlotte branch.

NEW YORK—Wally Overman, illustrator and caricaturist, was last week engaged by U-I for special theatre exploitation in connection with "Francis Goes To The Races" and "The Prince Who Was A Thief" in Washington, Baltimore, Md., Philadelphia, New York, and other key cities. Overman will work in the lobbies in connection with the showings.

NEW YORK—At a board meeting of Realart, last week, Carroll Puciato was elected vice-president and Frances Kingsley was elected assistant secretary and assistant treasurer. Jack Broder, chairman of the board and president; Budd Rogers, executive vice-president, and Simon Lipson, secretary and treasurer, were re-elected.

NEW YORK—Harry J. Michalson, president, RKO Pathe, Inc., announced last week the appointment of Jerome Brondfield as story editor. In his new duties, according to Michalson, he will help steer development of the company's expanding activities, with particular emphasis on TV programming.

NEW YORK—Pathe Laboratories, Inc., announced last week, that Eugene Arnstein, former ELC comptroller, has been appointed to an executive position with Pathe, effective immediately. Arnstein will be responsible for the office administration of Pathe's east coast laboratory.

NEW YORK—Wolfe Cohen, Warners' general foreign manager, announced the appointment last week of Berry Greenberg to the post of the company's manager in Puerto Rico. Greenberg succeeds Richard Buchanan, resigned.

NEW YORK—Edward Roberts Carroll last week joined Vidicam Pictures as vice-president and general manager. He formerly headed the DuMont network's tele-transcription department, and was a member of the network executive staff.

NEW YORK—Blake McVeigh has been engaged by 20th Century-Fox to supervise the national tour of Walter Talun, the giant "Goliath" in Darryl F. Zanuck's "David And Bathsheba," it was announced last week.

NEW YORK—Sid Rogell last week joined Official Films as vice-president and general manager of all studio operations. He will make his headquarters in Hollywood, in association with Jerry Fairbanks.

HOLLYWOOD—Jack Schwartz and Bernard Glasser last week announced the formation of Trans-Films, Inc. Six films will be made both in this country and abroad.

NEW YORK—W. Stewart McDonald, vice-president and assistant treasurer, Warner Theatres, was last week elected a trustee of Carleton College, Northfield, Minn.



In New York, A. Montague, Columbia general sales manager, recently welcomed Burt Lancaster and Harold Hecht to the home office, where they discussed releasing plans for "Ten Tall Men," in Technicolor, to be released by Columbia and which stars Lancaster, and also "Small Wonder."

W. J. Clark On Leave

NEW YORK—James P. Clark, president, National Film Service, Inc., last week announced that William J. Clark, executive vice-president, is taking leave of absence because of a back ailment, and is planning to undergo treatment. During his absence, his duties will be assumed by Chester M. Ross, an executive of Bonded Film Storage Company and a member of the executive committee of National Film Service, Inc.

Goldwyn Depositions Near

SAN FRANCISCO—Depositions were to be taken this week in Samuel Goldwyn's anti-trust suit against Fox West Coast and 11 other companies and individuals. They will be from Michael Naify, president, Golden State Theatres; Roy Cooper, film buyer, Golden State, and R. A. McNeil, former head, Golden State, now in the real estate business.

Tax Requests Received

WASHINGTON—Senate Finance Committee officials said last week they had requests from several film industry organizations for an opportunity to be heard in opposition to the admissions tax exemption for non-profit entertainments but that they had not yet scheduled witnesses on excise tax matters.

Colosseum Hearing July 6

NEW YORK—Field examiner Howard Gamser, National Labor Relations Board office, last week set July 6 for the taking of testimony from the Distributors' Negotiating Committee in connection with the unfair labor practice charge filed by the Colosseum of Motion Picture Salesmen of America.

CHARLOTTE—John Bachman, UA manager in Atlanta, resigned last week to become Monogram manager. He replaces Hal Jordan.

NEW YORK—John McKenna was last week appointed eastern district manager, Souvaine Selective Pictures, Inc. Ellis Gordon was named Boston branch manager.

NEW YORK—David Weiner was last week named comptroller of Souvaine Selective Pictures.

JACKSONVILLE, FLA.—Fred F. Hull, Jr., was last week named MGM manager.

Companies Will Aid Texas Business Drive

NEW YORK—The help of all companies' Texas salesmen in the prosecution of a state boxoffice drive to be staged under COMPO auspices early in the fall by Texas exhibitors was pledged at a luncheon last week at which plans for the drive were outlined by Colonel H. A. Cole, Allied Theatre Owners of Texas, and Robert J. O'Donnell, Interstate Circuit.

The luncheon was attended by sales and advertising heads of all the major companies, and the decision to give every possible assistance to the campaign was unanimous. The sales heads agreed that each of the 60 film salesmen covering the Texas territory shall visit 25 theatres, giving his exclusive time for two weeks beginning on Aug. 15, for the purpose of enlisting the cooperation of all of the state's 1,500 exhibitors.

It was made plain by O'Donnell and Cole that the Texas campaign would be coordinated with the nation-wide boxoffice drive now being organized by COMPO. Present plans, they said, call for the start of the campaign some time between Sept. 1 and 15, so that it will mesh into the COMPO effort now scheduled to begin Oct. 1. In any event, it was pointed out, the Texas drive will be a pilot operation.

The kickoff of the Texas effort will take place at a mammoth meeting in Dallas on Aug. 15 attended by all Texas circuit heads, their staffs, exhibitors, New York sales representatives, COMPO leaders, and company salesmen.

The plans call for the production of a special press book, special paper, and lobby decorations and other material. Charles Carden, Fort Worth, Tex., has been engaged for three months as executive director. His headquarters will be in Dallas, and his staff will include volunteer workers.

Those attending the luncheon besides O'Donnell and Cole were W. F. Rodgers, Charles M. Reagan, H. M. Ritchey, Si Seadler, and Dan Terrell, MGM; A. W. Schwalberg, Ted O'Shea, Jerry Pickman, and Sid Blumenstock, Paramount; Al Lichtman, William Gehring, Charles Einfeld, and Edward Aaron, 20th-Fox; Ned E. Depinet and Arthur L. Mayer, COMPO; Barret McCormick, RKO; Bernard Goodman and Gil Gowen, Warners; Morey Goldstein, Monogram; Abe Montague, Columbia; Al Daff and Maurice Bergman, U-I; James O'Gara and Walter Titus, Republic, and William Heineman, United Artists.

Schwalberg, Feldman Named

NEW YORK—A. W. Schwalberg, general sales manager, Paramount Pictures, and C. J. Feldman, domestic sales manager, Universal-International, have been added to the MPAA committee that will work with the exhibitors of Greater New York on the local public relations campaign, it was announced last week by Ben Kalmen-son, vice-president, Warners, and chairman MPAA's national distributors' committee.

Schwalberg and Feldman will join Charles Einfeld, Mort Blumenstock, and Jerry Pickman, who were selected from the ad.-publicity directors group, to represent MPAA on the New York business-building project.

The Trade Papers are unanimous:
"FRANCIS GOES TO THE RACES"
is **BETTER**
than the original **FRANCIS**

"BETTER than the first **FRANCIS** . . .
more laughs, more comic situations, more
values to satisfy the general public!" *FILM BULLETIN*

"TOPS the initial **FRANCIS** . . . just the
ticket for the current season!" *FILM DAILY*

"FUNNIER than the original . . . will be
right there among the winners in this
year's boxoffice sweepstakes!"

MOTION PICTURE DAILY

"MUCH MORE HILARIOUS than the first **FRANCIS** . . .
an out and out wonderful show!"

HOLLYWOOD REPORTER

"FRANCIS DOES IT AGAIN . . . Universal and the
exhibitor have a sure-fire winner in the talking mule!"

MOTION PICTURE HERALD



UNIVERSAL-INTERNATIONAL presents

**"FRANCIS GOES
TO THE RACES"**

Starring

DONALD O'CONNOR • PIPER LAURIE

and **FRANCIS** *the Talking Mule*

with **CECIL KELLAWAY • JESSE WHITE** • Based on the character "Francis" created by David Stern

Screenplay by **OSCAR BRODNEY** and **DAVID STERN** • Produced by **LEONARD GOLDSTEIN** • Directed by **ARTHUR LUBIN**

Drive-Ins Indicted In Chicago District

CHICAGO—The Federal Grand Jury last fortnight returned indictments against nine area drive-in operators charging restraint of trade, combining and conspiring to fix and establish uniform non-competing admissions, and not accepting fixed prices for customers in automobile loads. The indictment also claimed that the public had to pay higher admissions, and that there was no free competition, and thus the film companies were deprived of competitive markets.

Co-defendants named in the indictment are ABC Drive-In, Starlite Drive-In, Double Drive-In, Illinois Drive-In, Oaklawn Drive-In, Essaness Theatre Corporation, operating the Four Screen Drive-In, and Frank Fink and Irving Gandel, operating the Harlem Avenue Drive-In and North Avenue Drive-In, and Skihigh Outdoor.

The anti-trust division under William Hotchkiss, assisted by Ralph McCareins and Donald McSweeney, handled the case for the government. The case has been assigned to Federal Judge John Barnes.

Loew's Profit Increases

NEW YORK—Loew's this week reported net income for the 12 weeks ended on June 7, 1951, after depreciation, adjusted taxes, and all other charges of \$1,341,754, equivalent to 26 cents per share, compared with \$1,032,478 or 20 cents per share in the corresponding period of last year.

For the 40 weeks ended on June 7, 1951, net income totalled \$5,567,619, or \$1.08 per share, compared with \$6,019,441, equivalent to \$1.17 per share for the corresponding period last year. Gross sales and operating revenues for the 12 weeks ended on June 7, 1951, are estimated at \$38,933,000, compared with \$39,383,000 a year earlier, and for the 40 weeks ended on June 7, 1951, \$132,883,000, compared with \$135,007,000 a year earlier.

Worthington-O'Shea

NEW YORK—Miss Patricia O'Shea, daughter of E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, wed Thomas Worthington last week at St. Ignatius Loyola Church.

MGM Denies Reports Of Film Sales To UA

NEW YORK—The following statement was issued last week by MGM:

"As there have been rumors and queries to the effect that MGM is planning to sell to United Artists for distribution a series of films produced at the MGM studios, the officials of MGM find it necessary to make an announcement putting an end to these rumors. It is not contemplated to relinquish to any other distributing corporation the product produced at the MGM studios. The distribution of all products produced at the MGM studios will be handled by the MGM distributing department in the same fashion as has been the custom with all MGM pictures ever since the beginning of the company."

SIMPP Urges Action On TV Sub. Systems

HOLLYWOOD—In a resolution passed last week by the Society of Independent Motion Picture Producers, the FCC was asked to license worthy subscription TV systems.

Ellis G. Arnall was reelected president, with G. R. Lessing chairman of the board. M. L. Faaris, executive secretary, and G. L. Bagnall, treasurer, are the other officers.

The executive committee was re-elected.

Arnall Charges Stalling Tactics

HOLLYWOOD—Ellis G. Arnall, president, SIMPP, charged last fortnight that the Department of Justice is permitting major companies to stall the divorce of production and theatre operation, and declared that the organization will appeal to President Truman, U. S. Attorney General McGrath, and Congress unless the Department takes steps speedily to remedy the situation.

Arnall left for Washington to urge the Federal Communications Commission to speed up the licensing of subscription television systems, such as Phonevision, Skiatron, and Telemeter.

Milwaukee Meeting July 17

MILWAUKEE—President Ben Marcus announced last week, following a committee meeting, July 17 as the day for an all-industry meeting of all independent exhibitors in the Milwaukee area, all trade and labor unions, representatives of the film companies, service companies, and supply dealers in an effort to find a solution for helping distressed theatres.

In response to the bulletin sent out previously by Marcus, most of the companies have indicated a willingness to discuss the problems of the Milwaukee exhibitors, and to cooperate to the fullest extent in an effort to ease the crisis, and keep the theatres in operation.

Pioneers Inductees Named

NEW YORK—It was announced last week that the following applicants for membership in the Motion Picture Pioneers will be inducted at the annual banquet in November: Albert Beck, Harry M. Bernstein, G. R. Branton, Paul Daniels, Howard Feigley, Sr., Sam Katz, Karel Lamac, Carroll J. Lawler, John Lefebvre, Mannie Marcus, H. J. Nelson, Joseph J. Nolan, Mathias Radin, James C. Shanklin, Ralph B. Staub, and William Steiner.

Shelton To Lopert

NEW YORK—Sidney G. Deneau, vice-president and general sales manager, Lopert, announced last week the appointment of William C. Shelton to the sales force. Shelton, in addition to his duties as Deneau's assistant, will serve as special home office sales representative.

Pryor To Coast

NEW YORK—Thomas M. Pryor, motion picture news editor, The New York Times, left for Hollywood last fortnight to become Hollywood film correspondent, succeeding Thomas F. Brady, resigned.

Mayer Points To More Theatres

NEW YORK—Denying reports that television had caused widespread closing of theatres, Arthur L. Mayer, executive vice-president, Council of Motion Picture Organizations, last week declared that film theatres in the United States were at an all-time high, 23,120.

"Published reports of television's impact on the film industry," Mayer said, "have given an entirely erroneous impression. Actually, since 1948, when television first became a factor in the entertainment industry, the number of picture theatres, far from declining, has increased more than 20 per cent."

Quoting figures compiled by the Department of Commerce, Mayer pointed out that the number of theatres operating shows an increase of 4,026 over the 19,094 operating in 1948. The increase in seating capacity, he said, had shown only a slightly smaller increase, there being 14,684,150 theatre seats this year as against 12,316,072 in 1948, an increase of 2,368,078, or 19.2 per cent.

"The importance of theatre closings has been greatly exaggerated," Mayer declared. "Investigation has shown that most of the houses which have been recently reported as closing were small, marginal operations, and that television was only one of several factors that combined to make them business casualties."

"These closings have been more than offset by the construction of new theatres, especially drive-ins. In 1948 there were 743 drive-ins operating in this country, with a seating capacity of 520,000. Today there are 3,323 of this type of theatre with a capacity for 2,300,000 persons. This represents an increase in drive-in theatres of 347 per cent and in seating capacity of 343 per cent."

"As for the conventional four-wall theatres, these number 19,797, an increase of 1.446, or nearly eight per cent, over those in operation in 1948."

"Motion picture theatres in this country represent an estimated investment of \$2,740,000,000. They employ 180,000 persons, and carry a total estimated payroll of \$201,420,000 annually."

Chicago Exhibitors Sue

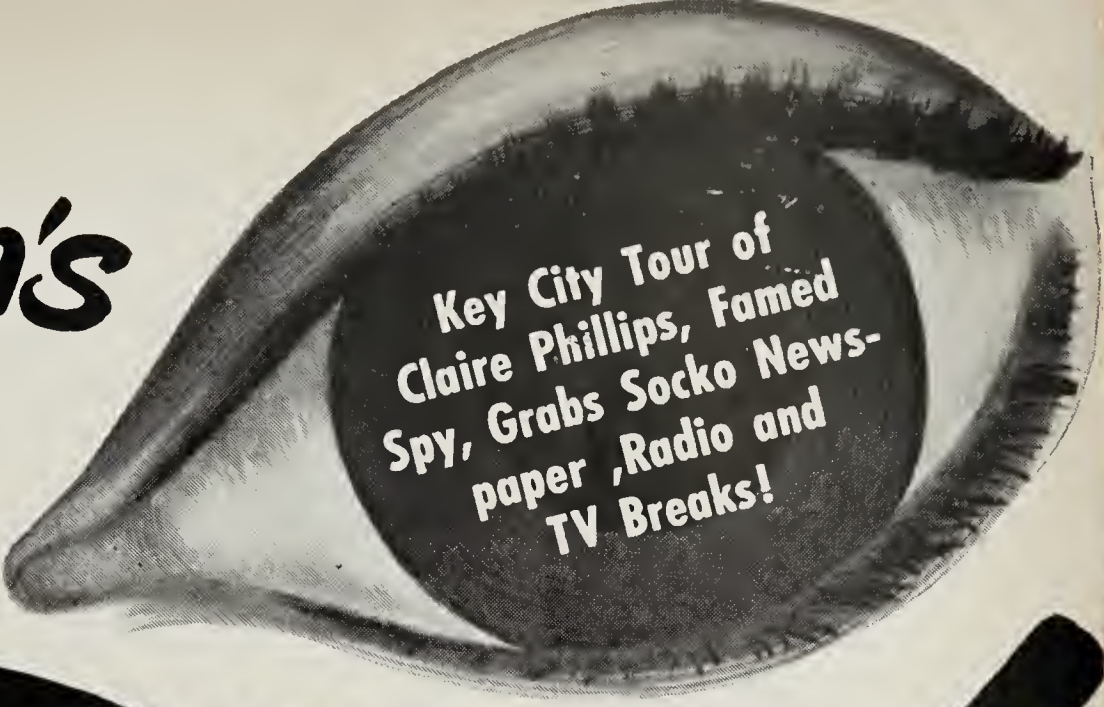
CHICAGO—An anti-trust suit was filed last fortnight by the Avenue, Bell, and Savoy, operated by Nathan Fadin and Leon Kaplan, and the Cal, Homan, and White Palace, operated by S. Roberts and M. Lowenthal, against the eight majors, Balaban and Katz, Great States Theatre Circuit, Warner Theatres, and Warner Management. Damages asked are for the 1931-1948 period as follows: Avenue, \$900,000; Bell, \$780,000; Savoy, \$690,000; Cal, \$900,000; Homan, \$600,000; and White Palace, \$300,000. John Sullivan is attorney.

British Profit Up


LONDON—It was reported last fortnight that Associated British Picture Corporation had an estimated profit of 2,504,275 pounds for the year ended on March 31. This figure compares with 2,205,624 for the previous year. A final dividend of 12½ per cent brought the total disbursement for the fiscal year to 20 per cent.

Every Showman's
"eye is on

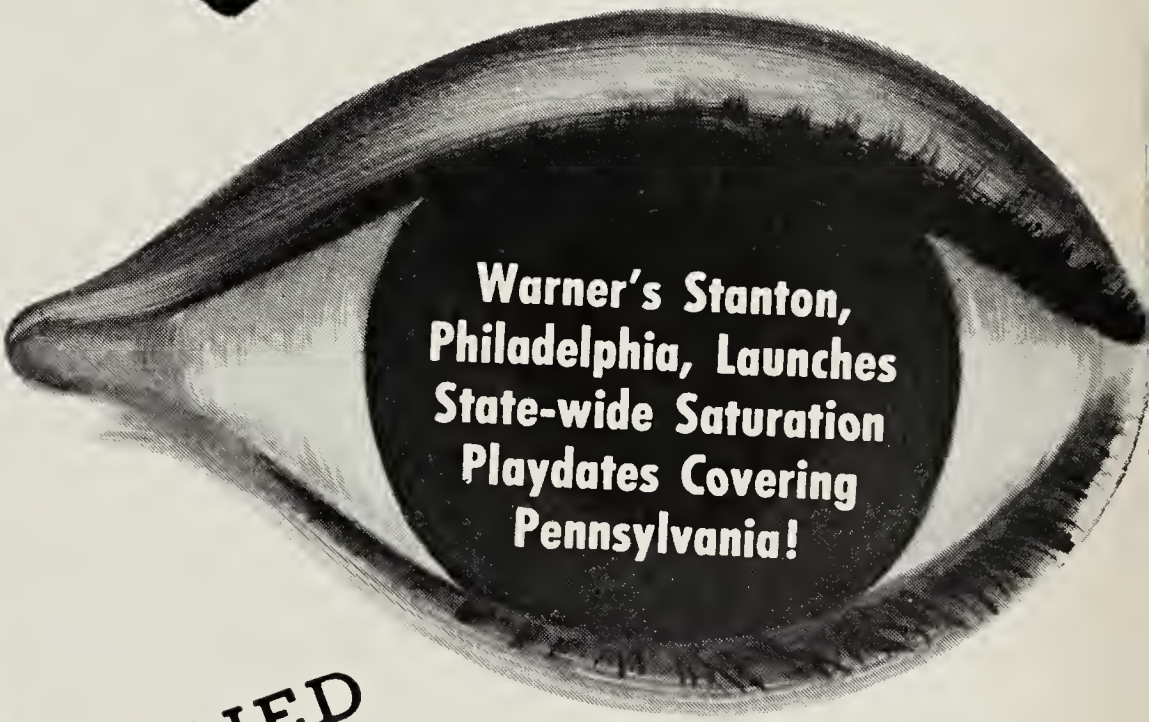
SPY!



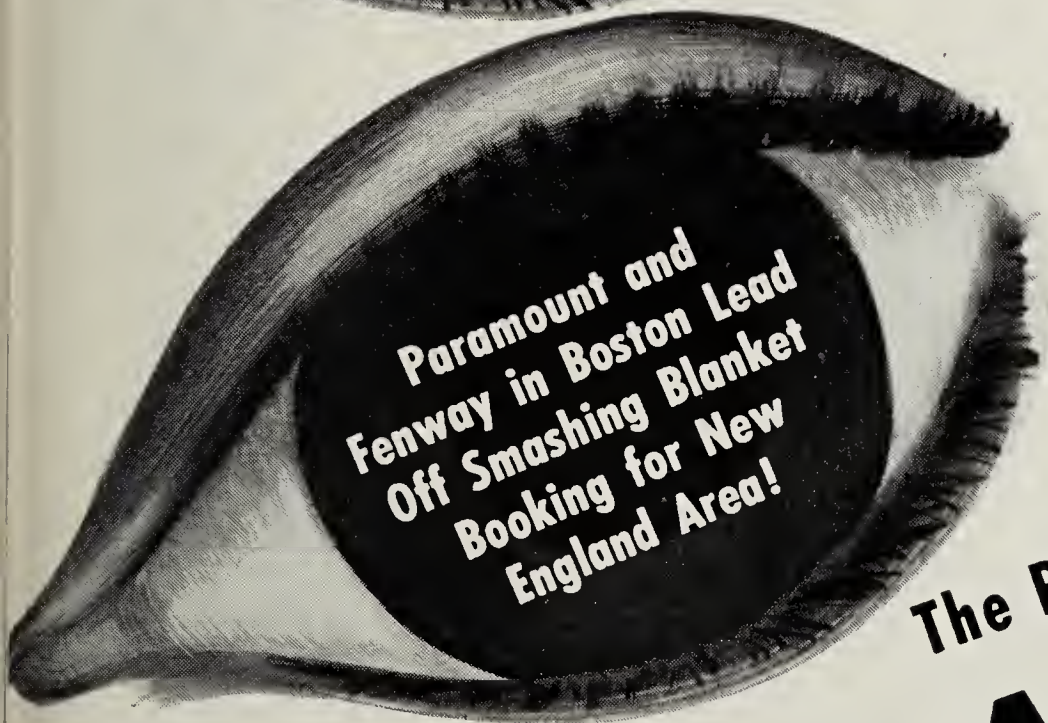
Key City Tour of
Claire Phillips, Famed
Spy, Grabs Socko News-
paper, Radio and
TV Breaks!



'Spy's' Sensational
Day-and-Date First Run
Opening in Nine Theatres
Gets Terrific Gross
in Detroit!



Warner's Stanton,
Philadelphia, Launches
State-wide Saturation
Playdates Covering
Pennsylvania!



Paramount and
Fenway in Boston Lead
Off Smashing Blanket
Booking for New
England Area!

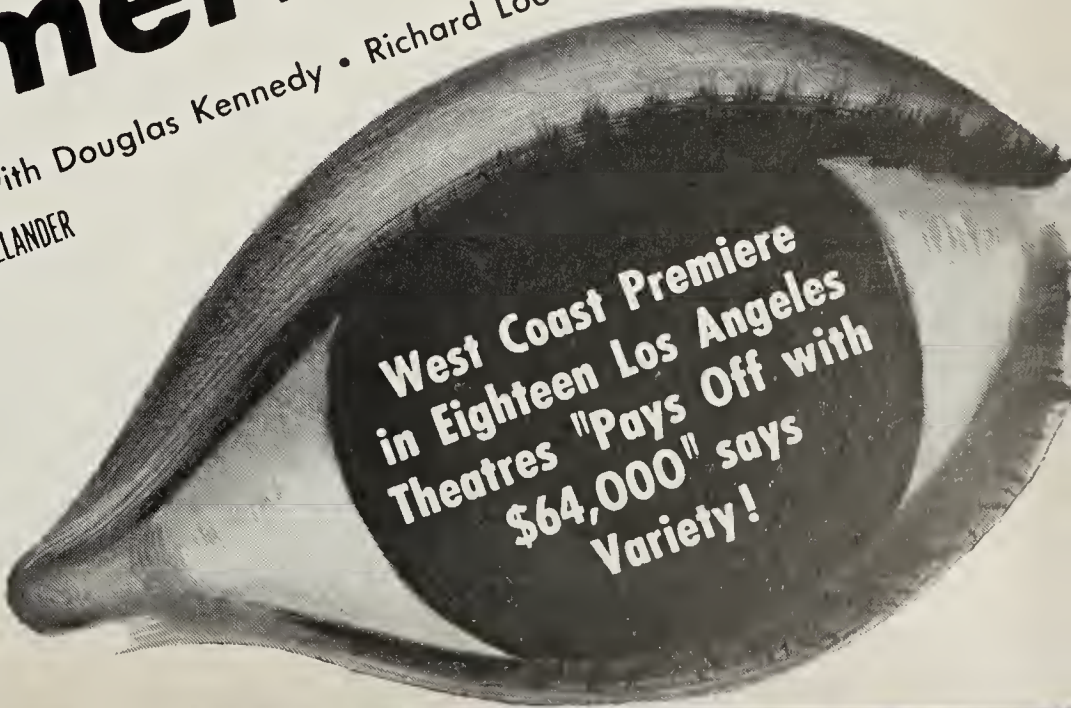
ALLIED
ARTISTS
presents

The READER'S DIGEST Sensation!

"I Was An American SPY"

starring ANN DVORAK • GENE EVANS with Douglas Kennedy • Richard Loo • Lisa Ferraday • Philip Ahn
Produced by DAVID DIAMOND Directed by LESLEY SELANDER
Screenplay by SAM ROECA

WATCH for Big News from ALLIED ARTISTS!



West Coast Premiere
in Eighteen Los Angeles
Theatres "pays Off with
\$64,000" says
Variety!

MISCELLANEOUS

Newsreels

IN ALL FIVE:

New York: Malik's peace bid. Tullahoma, Tenn.: President Truman at dedication of new Air Force Research Center, leaves door open for Korean truce talks. Newport News, Va.: Superliner "United States" launched.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 52) Korea: War near end? Topsfield, Mass.: Republicans hail Senator Lodge (only Boston). Atlantic City, N. J.: Press photogs choose queen. Berkeley, Cal.: 63rd National AAU track and field championships (except Boston).

NEWS OF THE DAY (Vol. XXII, No. 286) Korea: War near end? Berkeley, Cal.: 63rd National AAU track and field championships (except Milwaukee). Neenah, Wis.: Motorboat classic (Milwaukee only).

PARAMOUNT NEWS (No. 89) Italy: Genzano's festival of flowers. Miami Beach, Fla.: Aqua-nuts.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 468) Washington: Korean heroes honored. Germany: Kindergarten graduation in Munich. Salinas, Cal.: Golden State rodeo. Detroit: Episcopalians mark 250th birthday of city (Detroit only).

WARNER PATHE NEWS (Vol. 22, No. 91) Korea: War near end? England: British say U.S. kids won't swim channel. Miami Beach, Fla.: Aqua-nuts. France: International motorcycle championships in Paris.

TELENEWS DIGEST (Vol. V, No. 26-A) Shall there be peace? New York: The first rumblings. New York: Malik's proposal. New York: The UN acts. Tullahoma, Tenn.: President Truman speaks. South Korea's stand spoken by Korean Ambassador. Korea: The war goes on.

MOVIETONE NEWS (Vol. 34, No. 51) Washington: President Truman greets President Plaza of Ecuador. Washington: Commission helps to mark July 4. Washington: President Truman signs Universal Military Training bill. New York: FBI arrests Red leaders. Philadelphia: American grain on way to India. France and Belgium: Margaret Truman tours Europe. Grand Coulee Dam, Washington: World's largest irrigation plan. Canada: Family of five generations met by census taker. Great Neck, L. I.: Patty Berg wins Women's golf. Gilford, N. H.: U. S. motorcycle championship. "Inflation and You," narrated by Robert Montgomery

NEWS OF THE DAY (Vol. XXII, No. 285) Korea: Wonsan blasted. Washington: President Truman greets President Plaza of Ecuador. France: General Eisenhower opens Paris conference. New York: FBI arrests Red leaders. France: Margaret Truman in Paris. Los Angeles: Supermen show prowess. Gilford, N. H.: motorcycle championship. "Inflation and You," narrated by Robert Montgomery.

PARAMOUNT NEWS (No. 88) A message

Mutual Films Due To Produce 16 Films

CHICAGO—Mutual Films Corporation was formed last week with a program of 16 pictures due in the first year.

The independent distributors on hand intend to make pictures in the \$125,000 budget class, with Moe Kerman as president and J. J. Felder in charge of distribution. Jack Dietz, executive vice-president, will handle production, with Hal E. Chester as vice-president.

The first production is set to go into work within a couple of weeks.

of patriotism: Independence Day. The war in Korea—One year after. France: Margaret Truman in Paris. Belgium: "Sugar Ray" Robinson defeats Jean Walzack. "Inflation and You," narrated by Robert Montgomery.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 467) Washington: President Truman signs Universal Military Training bill. Washington: President Truman greets President Plaza of Ecuador. Washington: Commission helps to mark July 4. New York: FBI arrests Red leaders. France: General Eisenhower opens Paris conference. Los Angeles: Supermen show prowess. Salida, Colo.: Boat race in rapids of Arkansas River. Los Angeles: "Francis" gets degree.

WARNER PATHE NEWS (Vol. 22, No. 90) Washington: President Truman signs Universal Military Training bill. Washington: President Truman greets President Plaza of Ecuador. Washington: Commission helps to mark July 4. Washington: Di Salle speaks on controls. New York: FBI arrests Red leaders. Philadelphia: American grain on way to India. Korea: Wonsan blasted. White Sulphur Springs, West Va.: Wool gets in the swim of fashion. Burbank, Cal.: Ruth Roman sounds new "mail call." Belgium: "Sugar Ray" Robinson defeats Jean Walzack.

TELENEWS DIGEST (Vol. V, No. 25-B) Iran: Oil-Fuel for unrest. New York: FBI arrests Red leaders. Germany: Polish Repatriation Mission sent home. Ohio: Navy unveils world's largest blimp. Los Angeles: Supermen show prowess. Vermont: Warren Austin scores North Koreans. England: Festival of Britain's midway.

NATIONAL BOARD OF REVIEW

June 23, 1951

STARRED SELECTED FEATURE: "Oliver Twist" (English-made) (UA); SELECTED FEATURES: "Excuse My Dust" (MGM); "Fort Worth" (WB); "Kind Lady" (MGM); "The Texas Rangers" (Col.).

Interstate, Ezell Dissolve

DALLAS—Interstate Theatres and Claude Ezell and Associates, partners in 12 drive-ins in Texas, dissolved partnership on June 30.

Houston, Tex., drive-ins affected are the South Main and the Shepherd, now operated by Interstate, and the Irvington, Hempstead, and Winkler, by Ezell. Interstate will also operate the Buckner; the Mansfield and Bowie, Fort Worth, Tex.; and Cactus, Pharr, Tex., while Ezell will operate the local Northwest Highway, Belknap, Fort Worth, Tex., and Circle, Waco, Tex.

Favorable Outlook Seen By Golden

WASHINGTON—Nathan D. Golden, film head, Commerce Department, stated last week that the outlook for future foreign distribution of U. S. films "appears more favorable than it has been during the past several years."

The Commerce Department reported that there were an estimated 99,617 motion picture theatres in operation throughout the world on Jan. 1, 1951, an 8.3 per cent increase over the 91,609 theatres estimated to have been in operation a year before. Seating capacity is now said to be 54,107,150.

It was indicated in the report that about 38 per cent of total film profits come from foreign showings, and that about \$100,000,000 annually is remitted to the U. S. in rentals earned abroad.

The number of theatres in this country at the beginning of this year were 19,797 indoor houses, an increase of 13.8 per cent estimated two years before, while 3,323 drive-ins were said by the report to be now operating compared to 983 two years ago. Seating capacity of indoor houses was put at 12,384,150 and drive-in capacity at 2,300,000.

HTS Will Indemnify

HOLLYWOOD—Despite the fact that Roy Rogers, no longer under contract to Republic, threatened to sue should anyone use his name, voice, or likeness for advertising purposes, Hollywood Television Services, handling Republic pictures for television last fortnight, offered ad agencies and network representatives a group of Rogers films for \$30,000 each for first-run or \$25,000 each for two runs.

HTS also offered 26 Gene Autry films and 26 "Red Ryder" films to TV for \$20,000 for first-run or \$17,000 for each of two runs.

Autry, who is appearing with his rodeo in Des Moines, also announced that he would sue any TV station which televises any of his old Republic pictures. He said he is now making his own video films and considered Republic's action unfair competition since the old films would be playing against him.

Earl Collins, head, HTS, said buyers of Rogers or Autry films would be indemnified against legal action.

Illinois Allied Acts On TV

CHICAGO—The board of directors of Allied of Illinois, meeting last week with President Jack Kirsch, made it clear that they intend to stake out a claim in the theatre television field. The Allied unit called upon Abram F. Myers, Allied general counsel, to look into the procedure for independent operators to participate in the showing of video sporting events.

The unit also voted approval of the disc jockey radio show set to start next month to bolster attendance.

TV Deal Involves \$1,000,000

HOLLYWOOD—It was learned last week that negotiations were nearly completed for the transfer of 52 old Monogram-Allied Artists releases to a syndicate headed by Elliott Hyman, head, Associated Artists Productions, for a reported \$1,000,000. Hyman will secure seven-year leases on the product.



CANDYDLY SPEAKING

MY ATTENTION was called recently to a rather unique experiment conducted on the west coast by an operator of a medium sized theatre circuit. Even more remarkable is the action taken as a result of the experiment. The facts in this situation are as follows: The theatre operator decided to see what would happen to his extra profits operations if he eliminated the sale of candy, and concentrated on the sale of popcorn, soft drinks, and ice cream. Candy was chosen for elimination because it showed the lowest gross profit of all the items.



BILL ENGLAND

THE THEATRE operator took one of his representative theatres, and, for a period of several weeks, sold only soft drinks, popcorn, and ice cream. An analysis of the results revealed that while there was a decrease in gross sales, the net profit from the operation increased because of the higher gross profit on the items sold. On the basis of this experience, the theatre operator gave consideration to the elimination of candy from all of his theatres.

AS CANDY COSTS have increased, the profit from candy sales has gone down. Both self operators and concession operators have tried to meet this condition in two ways: first, by increasing prices to six cents and 11 or 12 cents, and, secondly, by concentrating on the sale of more of the higher priced bars. An increased gross sales volume means that the various operating costs expressed as a percentage of gross sales tends to decline.

THE COMPLETE elimination of candy raises a rather interesting problem in the writer's mind. It has always been my belief that one reason for the rapid growth of extra profits sales in theatres was the fact that people add to their enjoyment while in a theatre if they have something tasty to munch on. The basic reason that people go to the movies is to get away from their every day problems, and enjoy the pleas-

(Continued on page EP-6)

One manner of calling the attention of patrons to the merits of popcorn is this display, taken at the Century Brook, Brooklyn, N. Y., stand.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS



Refreshment

has "box office" too



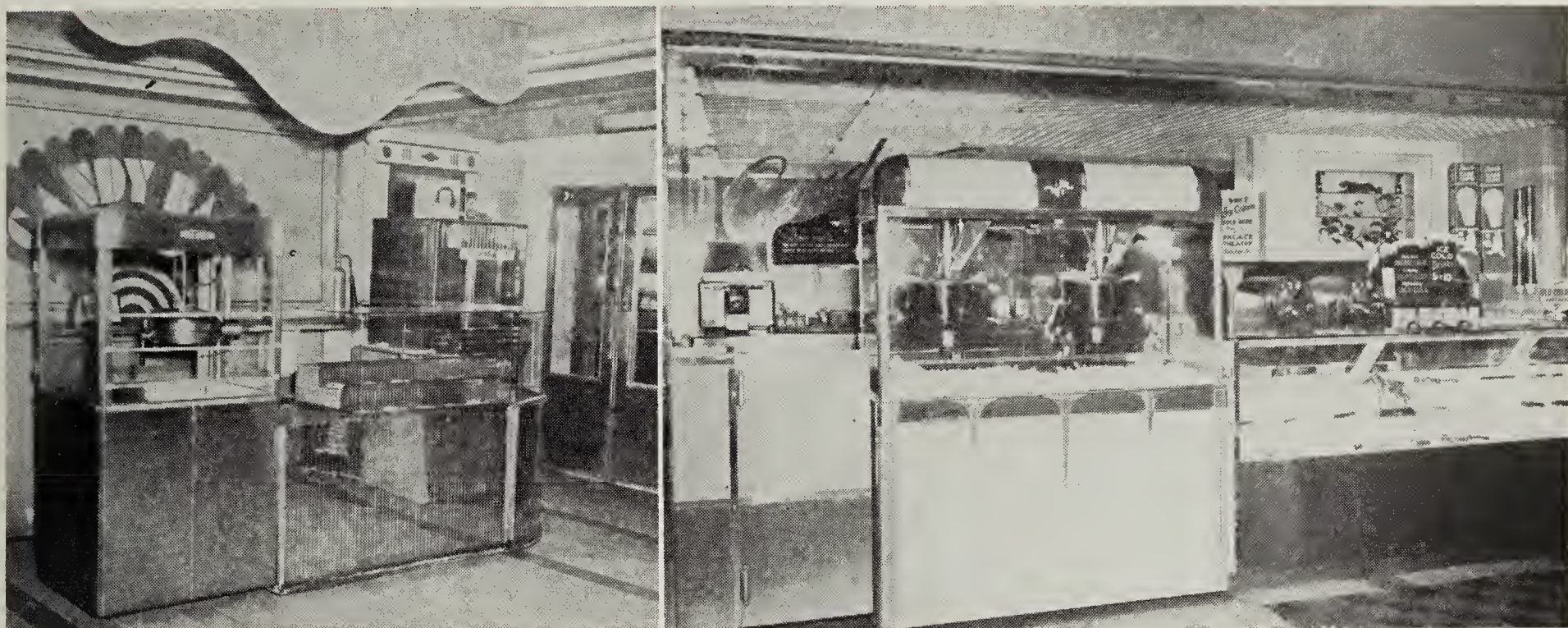
DRINK
Coca-Cola

REG. U.S. PAT. OFF.

Of course, people go to the movies for entertainment. But refreshment has its appeal, too. Just ask the thousands of exhibitors who have added the refreshment of ice-cold Coca-Cola to their program. They know the presence of Coca-Cola brings people back—and at the same time produces a welcome increase in profit with no increase in overhead. All you need is a few square feet of space, and you have your choice of a variety of vending methods. For the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.

MODERNIZATION HELPS POPCORN SALES

This Ohio exhibitor found that keeping up-to-date paid off at his theatre.



At left is the concessions stand at Nat Turberg's Palace, Hamilton, O., before it was recently remodeled, while at right is the same stand after refurbishing.

WHEN Nat Turberg took over the Palace, Hamilton, O., he invested about \$9,000 in bringing his concession stand up-to-date in appearance and efficiency. While the old equipment was adequate for his sales volume, it did little toward stimulating more business. Turberg installed a Manley

twin popcorn machine to take care of the increased sales which Manley district manager R. D. Von Engelin predicted he would have. Eye-appealing counters supplanted the old ones, chrome trim was used liberally to brighten the extra profits spot, and a hot dog grill and three frozen

custard machines were added.

At first, Turberg was apprehensive of losing popcorn profits by the addition of custard and hot dogs but popcorn sales actually increased. With Manley supplies, Turberg says he gets many comments that his popcorn is the best in town.

CASTLEBERRY BARBECUED PORK NOW READY

Drive-Ins should particularly find this innovation of special extra profits value.



Here's a view of the Castleberry's Food Company plant in Augusta, Ga.



Available in cans of two sizes, Pit Cooked Barbecued Pork is ready to serve.

AUGUSTA, GA.—Canned barbecued pork recently was introduced to the market by Castleberry's Food Company, prominent producers of southern canned meat specialties and the first government-inspected canner to process barbecue on a wide

commercial basis.

Cooked over open pits of oak and hickory coals for the traditional southern barbecue flavor, Castleberry's Pit-Cooked Barbecued Pork is available in 29-ounce and number 10 cans to meet the needs of

large and small locations. It is ready to serve after heating.

Well suited to the requirements of drive-in snack bars, this item is said to be meeting with considerable success. National Theatre Supply distributes.

Hagerstown Company Makes Rapid Progress

HAGERSTOWN, MD.—The Popcorn Processing Company, although still in its infancy, is rapidly gaining national recognition as one of the most modern plants of its kind. In less than two years Lee E. Stine, founder-owner, has contributed greatly toward making Maryland a leading popcorn-producing state.

By using a portion of land on his large farm, Stine commenced experimenting with popcorn in 1948. Having obtained satisfactory results, he encouraged farmers within a 50-mile radius to plant popcorn for him under contract. In the meantime, Stine, together with leading contractors and manufacturing equipment companies, erected and equipped his plant with the best possible machinery, including four all-metal silos having specially constructed inlets so that motor-driven fans draw necessary air evenly throughout the storage space to insure uniform curing.

The fall of 1950 found the plant making its initial bow into the popcorn industry by processing approximately 1500 acres with its modern equipment. During April, over 3,000 acres were planted under contract, and Stine is anticipating a crop this fall which will enable his plant to operate under a thorough processing test. To conform with expansion, two additional ear corn storage silos will be erected.

To insure first class quality and high expansible corn, excellent care is taken in all the various phases, from the time the seed is planted by the farmer until the



Popcorn is stored in these all metal silos at the Popcorn Processing Company, Hagerstown, Md.

Crescent Set By Orange-CRUSH

CHICAGO—The Crescent Beverage Company, Newark, N. J., was recently issued an exclusive franchise for the merchandising of Orange-CRUSH. F. A. Ryder, Orange-CRUSH company sales manager, announced that distribution will be concentrated in six New Jersey counties, Hudson, Essex, Morris, Union, Middlesex, and Somerset.

processed corn is bagged, ready for the user. Grading, shelling, cleaning, final drying of shelled corn, fumigating, and controlling of moisture are all under the supervision of men who have had many years' experience with popcorn.

William Traubel Named

CHICAGO—At a recent meeting of the Popcorn Processors Association, William Traubel, Embro Popcorn Company, St. Louis, was elected chairman, succeeding Bob Pelton, named to the board of directors. Others elected were Carl Erne, Popcorn Growers Company, Wall Lake, Ia., vice-president; and Webb Hughs, HyPop Company, secretary-treasurer.

Curtiss Increasing Nickel Size

CHICAGO—Curtiss Candy Company recently announced that it is increasing the size of its nickel candy bars by 22 per cent without increasing prices. The firm said it hopes to solve distribution problems by July 1, when stocks of the present smaller-sized bars are expected to be cleared from dealers' shelves.

1948 Theatre Grosses Revealed

WASHINGTON—The Census Bureau reported recently that Americans spent \$85,815,000 for popcorn, candy, chewing gum, and the other items purchased in theatres in 1948.

EXTRA PROFITS

Vol. 6, No. 4

July 4, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles 36, California.

Editorial consultant: W. B. "Bill" England.

Advisory boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits: Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields: A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhail Chocolate Company, Oswego, N. Y.

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It pops America's Best-Selling Popcorn! . . . adds butter-like flavor, color and aroma that makes people ask for more.

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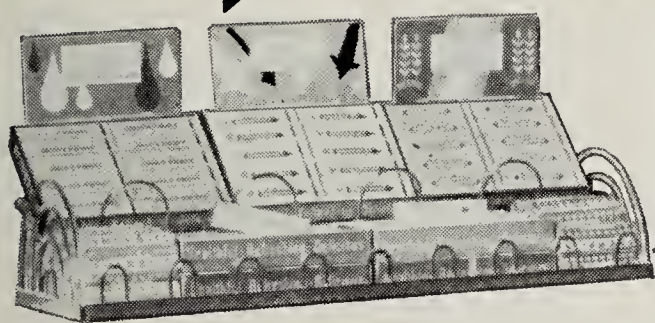
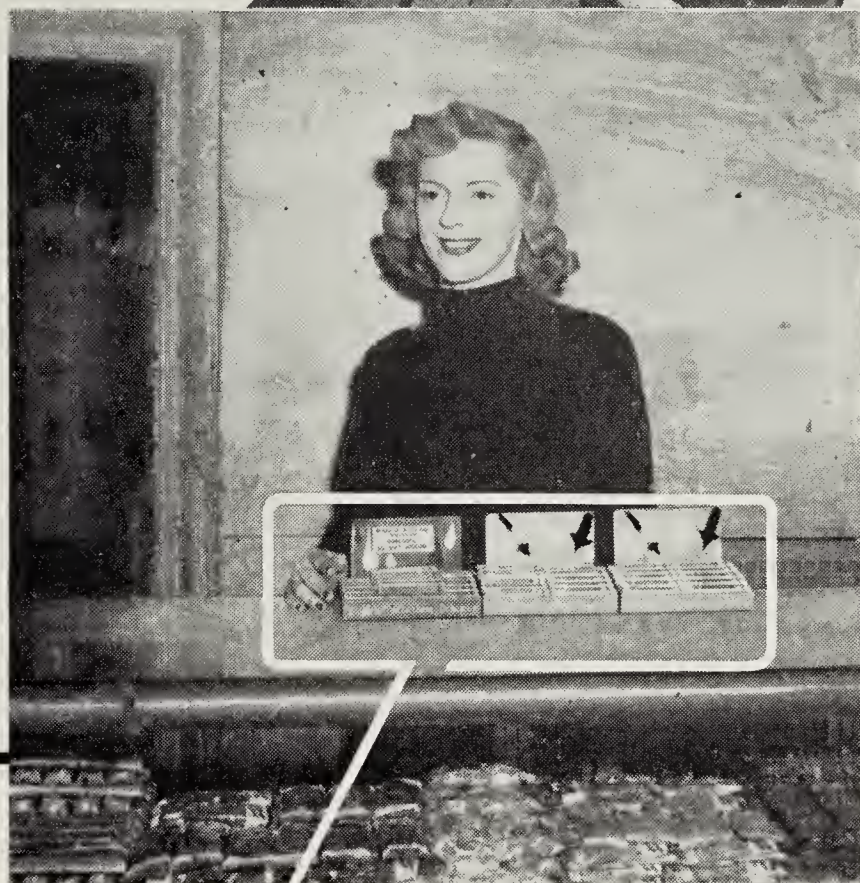
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gallon can .. no
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Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Sabine Theatre, Port Arthur, Texas, displays Wrigley brands of gum for convenience of patrons and for extra profit.

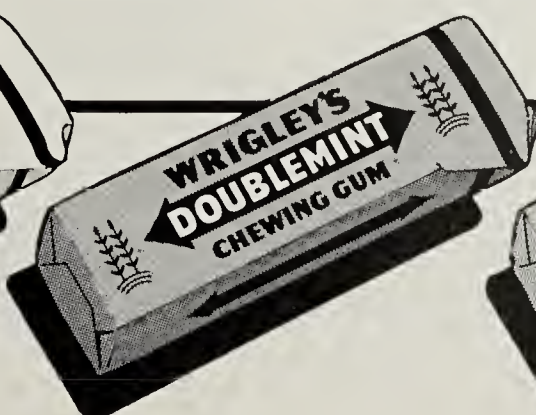


Astor Theatre, Chicago, Ill., gets extra revenue from sales of chewing gum displayed where it's easy to see and buy.

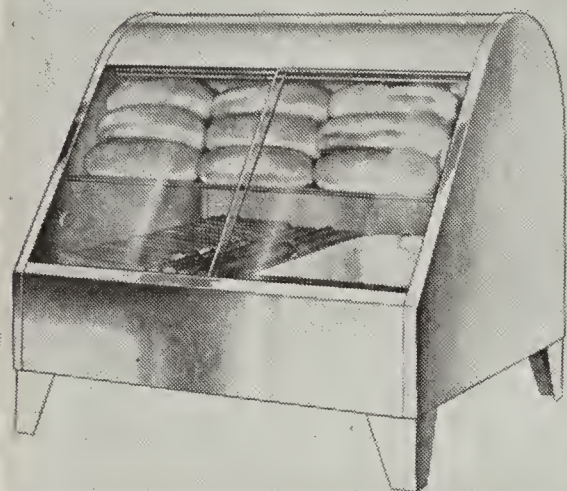
You build good will and extra profits by selling and displaying popular brands of chewing gum

People like to chew gum at the movies. There's something about chewing a stick of gum that sets the mood for relaxation and entertainment. It gives enjoyment, helps keep breath sweet all through the show. And people like the convenience of buying chewing gum right at your theatre. That's shown by the big gum business done in theatres—large and small.

You'll provide a real service and build good-will by featuring Wrigley's Spearmint, Doublemint, "Juicy Fruit" and other well-advertised brands of chewing gum. Display quality chewing gum in good position, where your patrons can easily see it. That way you'll take full advantage of its pre-sold popularity—get substantial extra sales and profits.



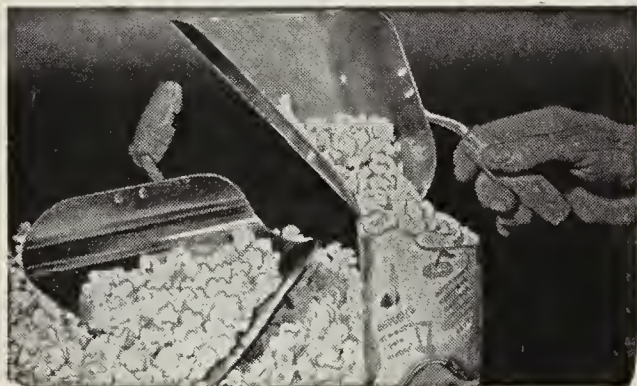
Dixie Hot Dog & Bun Steamer America's Best Merchandiser



So simple to operate it makes a chef of every inexperienced employee. No frying—no waiting. Sandwiches and profits always the same. Used by leading 5 & 10c stores, drug stores, drive-ins in U. S. & Canada. The Dixie is a proven money maker with TWO outstanding features — DISPLAY AND CAPACITY. Easily turns out 500 sandwiches per hour. Stainless steel construction. Write for price and literature.

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to Coast
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Service for
DRIVE - IN
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WA. 2504



This unusually attractive display at the concession stand of the Jefferson, Beaumont, Tex., was recently used to promote the sale of Mission Orange, made by the Mission Dry Corporation, Los Angeles.

Gott Reelected NCA President

CHICAGO—At the recent National Confectioners Association convention, Philip P. Gott, in his 11th year with NCA, was reelected president and chief executive of the organization.

With the selection of W. W. Cassidy, Sweet Candy Company, Salt Lake City, as vice-president, the number in that office was increased to three.

Reelected as vice-presidents were Harry R. Chapman, New England Confectionery Company, Cambridge, Mass., and Theodore Stempfel, E. J. Brach and Sons, Chicago.

Reelected and continuing directors are: Charles R. Adelson, Delson Candy Company, New York; Cassidy; W. C. Dickmeyer, Wayne Candies, Inc., Fort Wayne, Ind.; Victor H. Gies, Mars, Inc., Chicago; John Henry, DeWitt P. Henry Company, Inc., Philadelphia; C. O. McAfee, McAfee Candy Company, Macon, Ga.; Cecil H. McKinstry, Imperial Candy Company, Seattle; George C. Miller, Miller and Hollis, Inc., Boston; John H. Reddy, Lovell and Covell Company, Cambridge, Mass.; Reed W. Robinson, Golden Nugget Sweets, Ltd., San Francisco, and W. A. Yantis, Chase Candy Company, St. Louis.

New members of the NCA board of directors, elected by NCA active members in their respective trading areas, are: David L. Clark, the D. L. Clark Company,

Pittsburgh; R. H. Hardesty, Jr., R. H. Hardesty Company, Richmond, Va.; Raymond R. Meyers, Pangburn Company, Inc., Fort Worth, Tex.; Louis R. Smerling, Fisher Nut and Chocolate Company, St. Paul, Minn., and Victor A. Bonomo, Gold Medal Candy Corporation, Brooklyn, N. Y. Their terms will expire in June, 1954.

A forward looking program of industry action was mapped by the directors, despite industry problems of price control, restricted supplies and higher labor costs.

Candyly Speaking

(Continued from page EP-1)

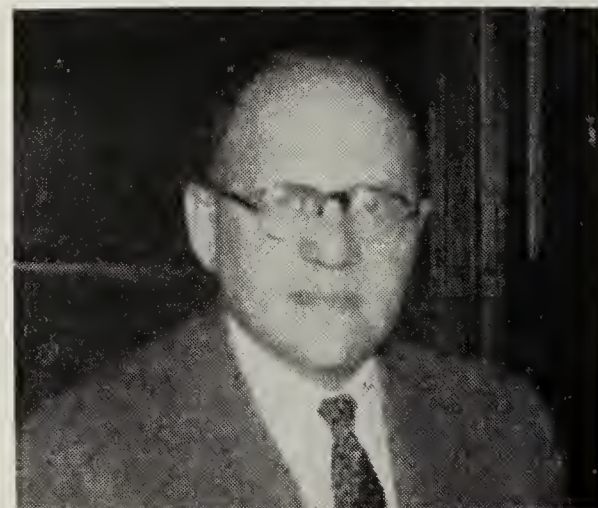
ures or thrills of the story that is told on the screen. Therefore, anything that adds to the patron's pleasure is meeting the basic reasons for his attendance at the theatre. It is questionable whether the patron who is accustomed to buying his favorite candy bar when he attends a particular theatre will not resent the fact that he has to settle for something other than candy.

IN THESE DAYS, the profits from the sale of extra profits items are important to every theatre but I wonder if there isn't more than just the profit angle to consider?

Bill England



Alden E. Fork recently was appointed sales promotion manager, bottling division, Orange-CRUSH Company, with headquarters in Chicago.



Maurice Glockner recently was appointed manager, Sanitary Automatic Candy Corporation's New York division. He is a veteran in the field.

NEWS OF THE

Territory

BRANCHES

Atlanta

Mrs. Wyoline Stradley, Monogram Southern Exchanges, was off to Washington for a visit with her daughter.

Manager Sam George, Paramount, had a contest on "14 Hours." . . . R. F. Savell resigned from the Roxy.

Myer Coleman, for many years with National Screen Service, has been transferred to the Salt Lake City branch. . . . Fred Collins, accounting department, Paramount, was confined to his home following an auto crash.

Joe Luter was appointed manager, Cinema, Miami, Fla. . . . Sam Irvin is the new owner, State, Spartansburg, S. C. Bill Nish will manage. . . . Wilby-Kincey sold the Ritz, Columbia, S. C., to Sam Irvin and Jack Fuller.

The Lakewood closed its doors. H. T. and F. M. Butler said that the property would be replaced by a food store. They will continue in the business with the Forest.

Francis S. Falkenburg, for the past 15 years manager, Alabama, Birmingham, Ala., resigned. . . . Joe Taylor, manager, Spring, Sulphur Springs, Fla., resigned to go with Talgar Theatres, Tallahassee, Fla., as city manager.

Lippert opened a shipping depot in Tampa, Fla., to handle business in that state. . . . F. G. Nelson has taken over the Roxy, Old Fort, N. C.

T. H. Read, identified with the business for more than 20 years, has been appointed director of public relations, Southeastern Fair, by Mike Benton, president. In his new duties, Read will direct advertising promotion of various activities.

The 23rd convention of District Seven, IATSE, was held. A pre-convention dinner was given at the Henry Grady Hotel for Richard F. Walsh, International president, and the other officers.

The Fairview Drive-In, Montgomery, Ala., celebrated its second birthday. . . . Herman Gandy was appointed manager, Lyric, Prattville, Ala. He replaces Alvin Sexton. . . . The Midway Drive-In, Anniston, Ala., has a new merry-go-round. . . . Foreman Rogers, former owner of theatres in Alabama, has taken over the Greenwood cemetery, Montgomery, Ala. He asks his friends to drop in and see him.

L. R. Owens, assistant cashier, Warners, Jacksonville, Fla., was in Georgia at the National Guard encampment. . . . The Motion Picture Theatre Owners of Florida will hold its next meeting in Jacksonville, Fla.



When WB held its "Look Forward" screenings in New Orleans recently, among those on hand, in the usual top to bottom order, were: Vernon Dupepe, Elzey Dupepe, W. Sandy, Samuel Corte, Mrs. W. Sandy, R. De Graauw, Frank De Graauw, S. M. Otis, L. Langlois, WB branch head L. S. Conner, Mrs. C. Thomassie, Mrs. J. Auslet, Mrs. Roy Thomassie, Mrs. Roy Lombardo, R. A. Boykin, and I. R. Calania, and Samuel Corte, Conner, Calania, Vernon, Dupepe, Elzey Dupepe, V. Smolich, C. Gulotta, W. Sedy, L. Langlors, Levere Montgomery, and Rene Brunet, quite pleased.

Martin Theatres, Columbus, Ga., opened its 1,150-seat theatre in Sylacauga, Ala. Present were R. E. Martin, Jr., president; E. D. Martin, vice-president; C. L. Patrick, general manager, and Nathan Morgan, district manager. Lane Hebson is manager. He has been with Martin Theatres for the past 14 years. . . . W. R. Shafer, lessee, Worth, Lake Worth, Fla., appointed William H. Bradley manager.

The stork passed over the home of Mr. and Mrs. W. E. Limmroth, general manager, Gidden and Rester Theatres, Mobile, Ala., and left a baby boy.

The booking department of Warners added Bernie Caldwell and Sue Bush. Up to the booking department from the shipping department is J. C. Steeley. Red Carton is the new head shipper.

The father of Fred Collins, cashier, Paramount, died. . . . Jeanne Tinsley, Columbia, was on leave of absence for a visit to her husband in Alexandria, La.

COLUMBIA NOTES—Fay Jones was enjoying the Florida sunshine at Daytona Beach, Fla. . . . Era Hattaway, lately with U-I, is now with the billing department. . . . Leslie Hall, formerly with ELC, is now secretary to the branch manager.

J. W. Bretton, Star and WERL, Roanoke, Ala., was in. . . . Oscar Howell is back at his office in Capital City Supply after a spell of illness. . . .

Buford Stiles, sales representative, U-I, is back after an operation. . . . The U-I Club was host at a real party at the North Fulton Park. . . . Lewis Brooks, former shipper, 20th-Fox, is now on Uncle Sam's payroll. . . . Bob Baugh is back at his desk at 20th-Fox after four months at the hospital. . . . MGM transferred Jim Stanton from the booking department to sales representative. From the Oklahoma branch to the booking department comes Owen Vaughn.

RKO—A. A. Shubert, home office operations manager, was in. . . . Jo Hayes, secretary to the district manager, was on a tour of Texas. . . . Charlotte Woodward and Florence Crosley are back from the sunshine state. . . . Bob Burnette, former booker, now with Uncle Sam, was in. . . . Former booker Willard Andre has been promoted to sergeant, and is now at Puerto Rico.

Charlotte

Hal H. Jordan, manager, Monogram-Southern, resigned to take over management of his theatre in Dunn, N. C. He is succeeded by John Bachman, manager, Atlanta branch, UA, and formerly manager for WB here. . . . The Murphy Drive-In, Murphy, N. C., opened. Owner is W. M. Mauney. Theatre Booking Service will handle buying and booking. . . . Jack London, salesman, Republic, was visiting his mother in New York. . . . C. C. Wicker, Robinhood Drive-In, Winston-Salem, N. C., and D. H. Truesdale, Skyway Drive-In, Columbia, S. C., were in conferring with Clay Jessup and Max Reinhardt, Exhibitor Service. . . . Mrs. Julian Thompson, Star, Cornelius, N. C., was in a local hospital. . . . Myrtle Hill, Republic, resigned, moving to Chester, Pa. . . . The Booker T., Durham, N. C., closed. . . . Margie Thomas, booker, Queen City Booking Service, was on vacation at Crescent Beach, S. C. . . . The Carolina, High Point, N. C., closed. . . . Melvin Cook and wife, Astor, returned after vacationing at Daytona Beach, Fla. . . . Byron Adams, manager, United Artists, has been transferred to the Atlanta exchange. He will be succeeded here by Hal Keeter, manager, former ELC office.

Memphis

The new Flexler building, 363 South Second Street, is quite an addition. It has not only given a new home for Flexler Theatres, Inc., but it also houses Lippert and Robb-Rowley booking offices.

COLUMBIA—Miss Vivian Wahlquist, booker, was vacationing in Hot Springs, Ark., and Miss Mae Carper, branch manager's secretary, was also on vacation. . . . Miss Virginia McWilliams replaced Miss Sybil Dowing, who resigned as assistant cashier.

Roy Cochran leased the old Rex, Little Rock, Ark., and has named it the Main.

MGM—Miss Ruth Collins, booker, was vacationing in Chicago. . . . L. Lander was in.

PARAMOUNT—Billy Stevens, contract clerk, has been promoted to booker.

The Mississippi Theatre Owners convention at Biloxi, Miss., took a toll of visitors from Memphis.

U-I—Vacations enrolled Mrs. Ann Elgin, cashier; Miss Carolyn Coleman, availability clerk, and Eugenia Lannoy, general clerk. . . . Mary Codd replaced Mrs. Helen Hughes, ledger clerk, who resigned. . . . Mrs. Ruby Estes, booker-stenographer, is an addition.

Lippert held open house in new quarters at 363 South Second street. Refreshments were served. Arthur Greenblatt, general sales manager, and Nelson Towler, Atlanta, formerly of Memphis, were here to help welcome the visitors.

20TH-FOX—Visiting were Mrs. Marvin McCuistan, Booneville, Miss.; Eugene Higginbotham, Leachville, Ark.; W. R. Ringger, Lake City, Ark.; Miss Louise Mask, Bolivar, Tenn.; Jimmy Singleton, Marked Tree, Ark.; J. A. Petty, Waynesboro, Tenn., and Walker J. Leeper, DeQueen, Ark. . . . Booker Dewey Happer was on vacation.

Walter Priddy purchased the interest of Dan Montgomery in the Skyway Drive-In.

New Orleans

James Bienvenu, 50, well-known showman of yesteryear in St. Martinsville, La., met with a fatal accident when a tractor rolled over him, killing him instantly. He was trying to raise his automobile, which had run into a ditch along the highway close to home. Among the many New Orleanians who attended his funeral were Joy N. Houck, president, Joy Theatres, Inc., and William Cobb, president, Exhibitors Poster Exchange.

New owners and managers of theatres of the recently dissolved Jan Theatre Company, Ville Platte, La., are Percy A. Duplissey and J. G. Trouille, Rose, Opelousas, La., with Trouille as the pilot; Henry Hargroder, owner-operator, Lou Ana, Opelousas, La.; the Pat, Lafayette, La., owned by Percy A. Duplissey, M. J. Guidry, and L. D. Guidry, and managed by M. J. Guidry; the Han, Ville Platte, La., owned and operated by L. D. Guidry; the El Rancho Drive-In, DeRidder, La., owned by Percy Duplissey, J. G. Trouille, and M. J. Guidry, and managed by Percy A. Duplissey; the Leon, Leonville, La., owned by A. Thibedeaux, and the Royal, Iota, La., owned by Mrs. George Guidry.

Mrs. Dave Lutzer, owner, Barksdale Drive-In, Bossier City, La., was in making the rounds of exchanges. . . . Joyce Yaeger, Pat Downs, Pat Wagner, Chris Hoskins, and Connie Aufdemorte, Joy Theatres, Inc., recently joined the Red Cross Canteen Service. They have visited veterans and marine hospitals assisting with the serving of refreshments. Other activities are to put D. P.'s at ease on their arrival. . . . Henry Werling was occupying his time moving the family and household to



Jay Solomon, Chattanooga, Tenn., was recently reelected president, Tennessee Theatre Owners of America, in Memphis.

Memphis, where he is in charge of Theatre Poster Exchange.

William Cobb, president, and Milton White, office manager, Exhibitors Poster Exchange, motored to Biloxi, Miss., to entertain the Mississippi Theatre Owners at a cocktail party given by New Orleans and Memphis exchanges.

Warner employees spent their annual outing at Twin Oaks, with swimming, outdoor sports, and feasting. . . . To lounge at ease was Marceline Bordeaux's way of spending a vacation. She returned to work at Republic full of vim.

S. Nunez, Republic, packed her overnight case for a pleasure excursion to Galveston, Tex. . . . T. G. Solomon, McComb, Miss., christened his new Drive-In, scheduled to open on July 25 near Baton Rouge, La., the Airline. . . . Dr. DeBartola advised that operation of his Town, Hackberry, La., has been suspended.

Theatres closed for remodeling and refurbishing are Funderbak's Gem, Hodge, La., and Mrs. C. R. Laborde's Laborde, Bordelonville, La. . . . Alabama exhibitor Locke Bolen, Thomasville, Thomasville; Jackson, Jackson, and Jackson, Flomaton, after attending the Allied film clinic luncheon and board meeting, remained in to arrange his bookings and to stock up.

Daily visits from territory exhibitors is on a rapid decline. In from close by were Robert and Ann Molizon, Norco and Labadieville, La.; T. G. Solomon and his booker, T. S. Thomas, McComb, Miss.; Roy Pfeiffer, Baton Rouge, La., and H. Hargroder, Hattiesburg, Miss.

At Southeastern Theatre Equipment, Raymond Gremillion called on the trade in Mississippi and William Heine, counter salesman, was vacationing.

Sam Pasqua, Gonzales, La., was in setting playdates.

Mr. and Mrs. Clarence Thomasie, Gay, Harvey, La., and friends, Mr. and Mrs. Buster Hughes, are on an extended pleasure tour. . . . Quentin Ault is now assistant to Holland Smith at

the Saenger. He was formerly with the Tulane News Service. . . . Joy N. Houck flew in from Shreveport, La., to spend a few days at Joy Theatres, Inc.

Bill Coleman, MGM, was collaborating with Rodney Toups, resident manager, Loew's State, on publicity for "Show Boat." . . . Ed Jenner, Ellisville, Miss., was in with a brief case full of plans for additional drive-ins.

Mrs. Robert Kelly is home recuperating after medical treatment at Sara Mayo's. . . . Ernest Damores, manager, Joy, Church Point, La., visited. So did D. J. Olistier, Abalon, Algiers, La.

O. W. Philpot's Drive-In, Jennings, La., opened. . . . Paul Shallcross, American Desk and Chair, was in after a long trip in the territory. . . . A. F. Riley, Castle, Logansport, La., visited.

Alabama

Birmingham

Dennis O'Keefe played the role of foster father to 700 underprivileged and crippled children in this city. He was selected for the honor by the Chamber of Commerce, which sponsored a special children's showing of "Passage West," at the Ritz in advance of the premiere. The star talked with, and distributed candy and popcorn to, children from 11 hospitals and institutions.

Florida

Central Florida

Joe Fleishel Athens, Deland, manager, has made his lobby displays the talk of the town. Ballyhooing "King Solomon's Mines," he turned his modern lobby into a bamboo-covered African native hut, complete with war spears, shields, and other awe-inspiring trappings. "Follow the Sun" found a putting green with cup and flag in the lobby. He furnished clubs for anybody who wanted to try his or her skill. A hole-in-one entitled the lucky golfer to a free pass. When "Go for Broke" was the feature, he borrowed enough sandbags, machine-guns, rifles, and a 75mm. recoil-less rifle from the National Guard company to set up a defensive position on the sidewalk outside.

Joe Fleishel was appointed to the welcoming committee of the Deland Chamber of Commerce. Just before the spring term ended, Stetson University students chose their "Miss and Mister Stetson," climaxing a gala holiday with ceremonies held at the Athens.

Bill Tison just got the go-ahead to make the Dreka into a first-run. He'll peg adult prices at 44 cents instead of 32, but children's admission remains at nine cents. Tison is continuing with his alterations, a little at a time. He has been presenting as a special added feature Saturday midnight "Spook Shows," presenting each patron with a pass for a later date. Monday through Thursday are "Family Nights," with children under 12 admitted free when with their parents. His biggest promotion to date was the "Queen for a Day" tie-in with WJBS.

Miami

The Wometco "Old Guard" turned out in full force for the recent barbecue held at President Harvey Fleischman's home. . . . "Dan" Boone, manager, Gables, is a busy man with special activities commemorating the theatre's silver jubilee. . . . Harry Troeger has returned to his chosen spot at the Miami. . . . Flynn Stubblefield, manager, Capitol, was a vacationer. . . . Mexico City was on the itinerary of assistant Larry Cotzin, Carib. . . . The Chamber of Commerce-sponsored B.I.E. entertained many teachers with tours recently. Mark Chartrand squired a party through the Carib, with manager Tom Rayfield supplementing. . . . Patrons missed Rose Capozzi, Carib, who enjoyed a holiday. . . . Ditto for Dick Wood, Wometco Art Shop. . . . Patrons at the Cameo are enjoying the recent change to female aides. . . . Jennie Gigi, Boulevard, was a recent bride, with former Olympia employee Tommy Slingos the happy groom. . . . The Wometco staff welcomed back Sonny Shepherd, who had a two-month joust with rheumatic fever.

Dan Cohen is now assistant, Beach; John Merry, manager, Regent; John Carnell, assistant, Variety; Elmer Ratliff, manager, Embassy, with Lloyd Kortum as assistant, and Robert Chait, assistant, Cameo. . . . From the Rivoli, New York, Jack Miller is now assistant, Olympia.

Ed May, manager, Lincoln, resigned. Gordon Spradley is the replacement. . . . Krag Collins is now relief manager for the Wometco subsequent-run theatres; Flynn Stubblefield moves over to manage the Town; Mal Tait manages the Strand; Julius Rayvid is new assistant, Rosetta, and Dick Treccase heads the Capitol. . . . Mrs. Frank Rubel, chairman, women's committee, Variety Club, reported a luncheon and games party at the new Variety Club quarters on Palm Island. . . . Mitchell Wolfson, chairman, national observance, Fourth of July, had a luncheon meeting when he appointed committees: Some included Mark Chartrand and Al Wilkie, theatres; Burt Toppan, WTVJ, in charge of the rededication scroll, and Lee Hills and Hoke Welch heading the press. . . . The Embassy was the scene of the finals in the recent quest for a "new" Caruso.

Pensacola

Through an error in returns on amusement taxes, a local firm is in debt to the city in the sum of \$6,250. The firm agreed to pay \$150 per month until the debt is discharged at six per cent interest. Meanwhile, the city holds a chattel mortgage on personal property of theatres in excess of \$7,000.

A bill revising Florida's sales tax, to produce about \$2,000,000 in additional annual revenue, became law without Governor Warren's signature. Scheduled to go into effect on July 1, the new sales tax law retains most of the basic exemptions of the former law. A new provision starts the tax on the 40th cent of amusement admission price instead of



When WB held its "Look Forward" screenings in Atlanta recently, on hand were the above, in the usual left to right, top to bottom, order: C. T. Jordan, branch head R. J. Iannuzzi, Bob Dunn, Miss Juanita Pemberton, Miss Juanita Milligan, L. P. Brichetto, Jr., Miss Sarah Ann Sage, Jim McCormick, J. W. Waters, W. H. Brown, R. H. Brannon, Homer Clark, Al Rosenberg, and John Davidson; Miss Julia Cowles, Mrs. W. T. Yarbrough, Mrs. Stella Beaty, Mrs. Roy Donaldson, Mrs. R. J. Barnes, Miss Jerry Barnes, Mrs. J. L. Reeves, Miss Mildred Castleberry, Miss Christine Smith, Miss Pemberton, and Miss Milligan; Miss Milligan, Miss Pemberton, A. B. Padgett, Noble Arnold, Iannuzzi, Cliff Wilson, W. E. Wooten, J. R. Waters, R. J. Barnes, Miss Castleberry, H. P. Rhodes, W. O. Williamson, J. Harrell, Tom Jones, Randall Brannon, W. R. Boswell, and A. L. Whitaker; and Mrs. Yarbrough, W. T. Yarbrough, Iannuzzi, Fred Weis, Jr., Miss Smith, Fred Weis, Bob Dunn, Eugene Skinner, R. Brannon, Wilson, C. T. Jordan, L. P. Brichetto, Miss Cowles, Alpha Fowler, Jones, Davidson, and W. H. Clark. They, along with others, were impressed with the films.

the 41st, thus making it applicable to most adult theatre admissions.

Louisiana Shreveport

The Tem, formerly the Capitol, located in Monroe, La., recently purchased by Thomas E. McElroy, Sr., was reopened after being extensively remodeled. McElroy, a former army major, owns the Broadmoor, Centenary, Glen-

wood, and Rex, Shreveport. The name Tem comes from the initials of the seven-year-old son, T. E. McElroy, Jr. Pauline Hendrixson, manager, Capitol, for a number of years, will continue in that capacity at the Tem, and all other employees will be retained. For the week's showing of "The Great Caruso," patron tickets were sold for \$1, which included an admission to one presentation of the film and a contribution of 50 cents to the Ouachita Parish Polio fund.

Entrants in the 1951 Shreveport Soap Box Derby were treated to a free show at the Broadmoor.

Mississippi Biloxi

Catholics picketed the Sanger for showing "Bitter Rice." J. B. Fulton, manager, said that he was notified of the Catholic organizations' intentions too late to cancel the booking.

Jackson

Kennington - Richards Enterprises, Inc., sold the drive-in located on Highway 80, W., to James A. Alexander.

The State Supreme Court in a divided opinion reversed the action of the Lee County Chancery Court in awarding a Paramount-Richards theatre patron \$5,000 for injuries allegedly sustained in a fall on the stairs of the theatre. It was ruled that the theatre had exercised care to keep its premises in a reasonably safe condition.

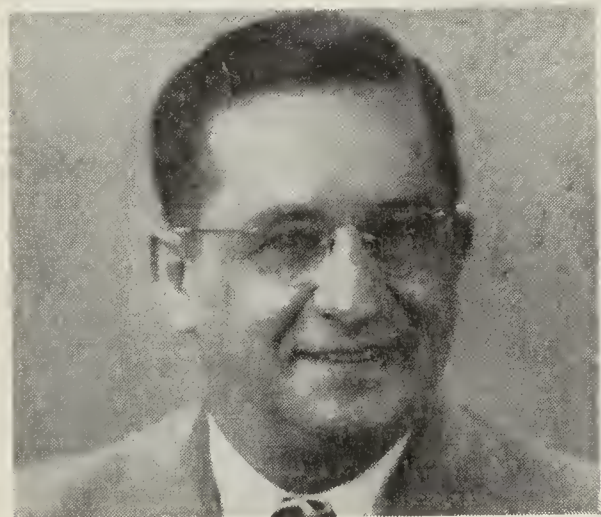
North Carolina High Point

Joanne Ronk, 18-year-old aide of the Paramount, was crowned "Miss High Point" in the annual beauty contest sponsored by the Junior Chamber of Commerce.

Jack E. Austin has been named city manager, Carolina Theatres, Inc., with supervision over the Center and Broadhurst, succeeding Neil McGill, transferred to Greensboro, N. C. Joe Abercrombie continues as manager, Broadhurst. Austin began his theatre career with Wilby-Kincey Service Corporation as assistant manager, Carolina, Winston-Salem, N. C.

Lillington

The army's newest "theatre of operations" is the Lyric, where 18 men and one officer of the 815th Army Postal Unit have already begun operations to distribute mail to units of the Third Army Service Command already arriving for the forthcoming Joint Army Air Force Exercise Southern Pines later this summer. The Lyric also is the temporary advance command post of the 301st Logistical Command which will participate in the exercises. The 815th Army Postal Unit



Frank Francois, above, a veteran in exhibition and distribution, recently took over the Algiers Drive-In, Algiers, La.



WB recently held its "Look Forward" screenings in Charlotte, and among those present, in the usual left to right, top to bottom, order were: Mrs. W. M. Knott and friend, Harry Pickett, Joe Johnson, and Kermit High; Jack Wadsworth, Morrie Nuger, Robert Saxton, Sonny Baker, C. A. Lashley, and C. L. Faw; Henry Hughs, Betty Cash, Max Reinhardt, Delmar Sherrill, Morris Nuger, Charley Utley, and Grover Livingston, branch manager, and W. M. Bowman, Worth Stewart, Jim Gilland, and Livingston. They were but a few of the many exhibitors present.



A number of Alabama exhibitors gathered recently at the Dinkler-Tutwiler Hotel, Birmingham, Ala., for an informal business meeting with Kroger Babb, president, Hallmark, and among those in attendance were, from left, Harry Haigler, Hallmark publicist; Harry Willoughby, Avondale, Birmingham; Ralph Mann, Monroe, Monroeville; Harry Curl, Melba, Birmingham; T. J. Bain, Hallmark zone manager; Harry English, Avondale, Birmingham; Frank Thompson, Macon, Tuskegee; N. E. Bush, Tala-C Drive-In, Tallassee; Al Morgan, booker, McLendon Theatres; Union Springs, Babb, Ben Countryman, Lilfred, Union Springs, and Fred McLendon, McLendon Theatres, operating houses throughout Alabama, Florida, Mississippi, and Louisiana.

has a unique site of operations. Money orders are being sold in what was the Lyric boxoffice, the men's sleeping quarters are in the balcony, the former projection booth is being used as an orderly room, and mail is sorted in the orchestra.

When the Tower Drive-In, located on the Wendell Highway, celebrated with fireworks the second anniversary of its opening, residents began calling newspapers and the sheriff's office to find out what was causing the explosions.

Winston-Salem

The Forsyth announced that it was closing for a "temporary period." Operated by the Twin City Theatre Cor-

poration, the Forsyth has been showing principally second-run and foreign films. W. S. Shepherd, manager, Forsyth, has gone to Danville, Va.

Tennessee Knoxville

The State Attorney General was asked by Representative Bob Broome, who sponsored the Knox County Motion Picture Board of Review bill at the session of the General Assembly, to mail copies of the law to the various members of the board. The measure left it up to the board members as to when they shall meet and organize, specifying only that "they shall meet as soon as is conveniently possible."

NEWS OF THE

Territory

Chicago

A \$1,200 robbery from the safe of the Roscoe, is attributed by police to the "Monday Night" gang, which they believe has raided other theatres. . . . Jack Armgart was made Paramount country salesman. . . . Lewis Catlow, explorer, presented a preview of "Jungle Head-Hunters" at the Adventurers' Club just before its showing at RKO Grand.

Eddie Silverman, Essaness president, was back from Hollywood conferences. . . . The Essaness Theatres anti-trust action, transferred by Federal Judge Campbell to Master in Chancery Elward, was up for hearings.

Danny Scheer resigned as Astor day manager to join B and K. . . . The Colosseum of Motion Picture Salesmen gave a benefit dinner for its welfare fund. . . . A. T. Blum bought the De Luxe, Camp Point, Ill. . . . Clyde Barnt is the new owner, Lyceum, Terre Haute, Ind.

The Variety Club made a popular choice when it picked Virginia Seguin to be secretary. She is the wife of Eddie Seguin, B and K publicist. . . . Birt Rayburn bought the Ritz, Crawfordsville, Ind.

From aide at the Fox, Du Quoin, Ill., to manager, Plaza, Mt. Vernon, Ill., was the promotion for J. V. Walker. . . . Howard R. Sharpley purchased the Civic, Jonesville, Mich., from Dennis R. Vanes.

Peter Novata is a new addition to the Grand staff. . . . Paul Ingram was appointed night manager, Astor, replacing Chester Blinn, a reserve, who rejoined the navy. . . . Frank Zeitner is a new member of the Grand staff. . . . Doyle Carter was made manager, Roxy, Bloomington, Ill. . . . Harry Decker was brought from St. Louis by WB for city sales.

Theatre ads will soon be seen on the backs of streetcar, subway, and elevated lines transfers. The Chicago Traction Authority, which has been generous with its "See a Movie Tonight" ads in cars and rights-of-way, will share in gross receipts from the transfer ads, which will be accompanied by a "smile a day" quip or joke. . . . Theodore Rose was named manager, Elliot, River Rouge, Mich.

Ludwig Sussman, Adlephia owner, gave half the receipts from a four-day series of theatre parties, sponsored by the Rogers Park Baptist Church, to the church. . . . Hobart M. Hudson, veteran projectionist, died.

The plan of Miss Mary Torren, 19, a Palace aide, who had contemplated just



Seen at the recent world premiere of RKO's "Hard, Fast, and Beautiful" in San Francisco, starlets Connie Hilton, Midge Ware, Jerry Vanek and Marian Harrison acted as subjects for the big Photo Fair in the Emporium as part of the exploitation campaign for the film.

what she would do in case of a holdup, worked to perfection. When a would-be robber handed her a threatening note, she pretended to be puzzled over the reading of it. That gave her time to press a button summoning help. Ansel Winston, RKO city manager, quickly responded, and the man quickly fled.

Dick Felix, Essaness publicity chief, announced the arrival of his new son, Robley, with a clever card. . . . The Essex, a Northside neighborhood house, reopened. . . . Clarence Schultz bought the State, Mason City, Ia.

A \$150,000 suit charging non-performance of contract was filed by the Henri Elman Enterprises in New York Supreme Court against Neil Agnew, Charles Casanave, and Motion Picture Sales Corporation.

Henry Minjeski was named manager, and Lou Miller assistant, Stony, by Dave and Maury Solvy, who recently acquired the Gollos brothers' and Sol Lockwood's interests in the house. . . . The Galva, built by residents of Galva, Ia., had a gala opening. . . . Mrs. Steve Bennis is preparing to enlarge her Auto Vu Drive-In, Lincoln, Ill.

The long-drawn legal battle involving management of the Woods entered new phases through rulings by the Appellate Court, reversing the decision of a lower tribunal. Included in the case before the higher court were the Field estate, the Franciscan Fathers, the wives of several theatre owners, and Eddie Silverman's Essaness. The affair started in 1942 when the Franciscans bought the building, housing the Woods, for \$600,000. In the meantime, they leased the Woods to the wives of several theatre owners, including Mrs. Eddie Silverman and Mrs. Emil Stern. The women, operating as a partnership, appointed Essaness to manage the theatre. The Franciscans bought the La Salle, which was razed for an edifice now under construction. They sold the Woods building to the Woods Amusement Corporation, an Essaness subsidiary, for \$1,200,000. Then the legal battle started with a suit filed by the

women, who claimed that Essaness was their managing agent, and shouldn't have sold the theatre out from under them. The higher court agreed. The court also ruled that Essaness must either sell the property at the price paid or give the women partners another lease for at least three years.

Dallas

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, and Jerry Pickman, director of advertising, publicity, and exploitation, were in on the second stop on their tour of exchange cities to observe first hand final field preparations for the "Salute to Al Schwalberg Sales Drive."

Three years later, a second pair of twins arrived to make a foursome in the family of Robert "Georgia Slim" Rutland, Goodman-Rutland Company.

On Aug. 1, Paramount will move from its present location at 412 South Harwood to a new \$250,000 air-conditioned building at Cora and Presont. The completely air-conditioned building will provide office space for Paramount's Dallas division manager, Duke Clark, branch manager, and film salesmen. One of the features will be a projection room and completely modern preview theatre seating 60 persons.

J. E. Gribble, formerly branch manager for ELC, opened an office for the Jack Schlaifer Organization, Inc. This office, at 2008A Jackson Street, will serve Texas, Oklahoma, Kansas City, and St. Louis.

State exhibitors seen along Film Row recently were: Gerard J. Ebeier, Kings Drive-In, San Marcos; Mr. and Mrs. George Franklin, Colonial Drive-In, Argyle; Frank Benson, Majestic, Bowie; Bob Clemmons, Liberty, Fort Worth; C. O. Simmons, Plaza, Denton; Mr. and Mrs. A. L. Watson, Lake, Fort Worth; Harold Moore, Azle, Fort Worth; R. M. Shaw, Star, Turnertown; T. J. "Stout" Jackson, Teatro Carpa, Robstown; Mr. and Mrs. H. H. Stroud, Strand, Hamilton; Mrs. C. W. Mattson and Dorothy Mattson, Dixie, Rockdale, and Roy Parnell, Dixie, Athens.

Wallace W. Rucker, Rock, Round Rock, Tex., was in booking and buying before taking his wife and family on a vacation in Colorado.

Denver

Joseph P. Reddy, publicity manager, Walt Disney studios, was in starting publicity for "Alice in Wonderland." . . . Fred Brown, film buyer and booker, Black Hills Amusement Company, and Carl Larson, 20th Century-Fox office manager, are both back at work part-time.

Seen on Film Row were: Mrs. Marie Goodhand, Kimball, Neb.; Frank Aydelotte, Fort Collins, Colo.; Robert Kehr, Ogallala, Neb.; Kenneth Powell, Wray, Colo.; Doyle Shelton, Pritchett, Colo., and Lloyd Greve, Eagle, Colo.

Des Moines

Nancy James, Hollywood starlet, and Francis stopped in on their bond tour. . . . Joy Canady, secretary, Tri-States Theatre Corporation, announced her engagement to Ted E. Foster, Rock Island, Ill.

County and city officials at Moline and Rock Island, Ill., in the tri-city area, are investigating a revised form of "Bingo" which is being played in the Brotman brothers theatres. The game is said to be played on the same principle as "Bank Night." "Bingo" cards are given to the patrons, and during an intermission the game is played with the numbers flashed on the screen. . . . The Hollywood, Estlerville, Ia., has been remodeled. . . . The King, Ida Grove, Ia., is undergoing extensive remodeling. . . . Ronald Mosher, Clear Lake, Ia., has been named manager of the drive-in on highway 18 east of Clear Lake.

Church services are being held Sunday mornings at the Corral Drive-In, Storm Lake, Ia. The services are sponsored by the men's council, Lakeside Presbyterian Church. . . . Carl Olson, formerly ELC manager, has been named a salesman for Warners. . . . Joseph J. Jacobson, owner, State, Davenport, Ia., for the past 20 years, purchased the Garden, Davenport, Ia., from Tri-States Theatre Corporation, and will operate it in conjunction with the state. The house will operate under the name of the New Garden. . . . Eddie Goldman, Parott Films, won the top prize at the Variety Club golf tournament for the second straight year. . . . Bob Ungerfeld, U-I exploiteer, was in to prepare for the personal appearance tour of Piper Laurie and Tony Curtis.

Kansas City

Jerry Wald and Norman Krasna concluded arrangements with Macy's Department Store whereby the entire "Honeymoon House" featured in "Behave Yourself!" will be displayed. The entire screen set will be rebuilt on the main floor of the department store.

The Kansas Missouri Theatre Association board appointed the convention committee to handle details of the fall meeting.

The 20th-Fox midwest division held a meeting here.

Two federal anti-trust suits were listed when the Central Theatre Company, Inc., operating the Crawford, Wichita, Kans., and O. F. Sullivan, Civic, Wichita, sued the eight majors and Fox Midwest charging violation of the Sherman and Clayton anti-trust acts. The Central asks \$220,000 in actual damages for alleged injury to business from September, 1941, to January, 1949.

Milwaukee

The Beaver Drive-In, S and M Theatres' latest addition, had its grand opening. It is a beautiful small drive-in located on Highway 33, near Beaver

Dam, Wis. At the opening, a buffet banquet was served at the Sunset Inn, also on Highway 33, for the town officials, executives, and employees of the company.

The Lake Park Outdoor, Fond du Lac, Wis., of which Sam Costas is president, celebrated its first anniversary. It became the first drive-in in the state to charge a children's admission of nine cents. To keep the children entertained, it has a merry-go-round, a miniature train, and a large carnival-type calliope.

Jack Lenahan, booker, Paramount, was promoted to office and booking manager. . . . Melvin Edelstein, formerly a booker in Milwaukee, who was transferred to a booking position in Chicago, has now returned as northern salesman for Metro. James Ascher has recently become a student salesman for Metro. . . . The Plymouth, Plymouth, Wis., had a tieup with food products on "Father's Little Dividend."

The Keno Family Drive-In, just outside of Kenosha, Wis., has now added a monkey village. . . . Norman Potochnik, manager, Iron River, Mich., Delft, resigned. He came from Milwaukee, where he was with Warners.

Among those reappointed to the Mayor's Civic Progress Commission are: Harold J. Fitzgerald, president, Fox-Wisconsin; F. R. Peterson, the mayor's executive secretary, and Angelo Provinzano, Alamo, Mozart, and Pix. . . . The Green Bay, Wis., Bay, staged Miss Dorothea Wittig's Annual Revue. . . . Free movies, sponsored by the Athletic Association, are again being shown at North Prairie, Wis.

The Delta changed hands. New owner is George Drivas. . . . Dick Sachsel is presently touring Europe with the Harlem Globe Trotters basketball team.

In conjunction with "Fabiola," the Fox Wisconsin had a tieup with WMAW to attempt to find the girl who came closest to the measurements of "Fabiola" and who most closely resembled Michele Morgan.

Jake Kaiser, head booker, Warners, "enjoyed" his vacation by painting his house. . . . Film Service is proud of the latest addition, a streamlined book-keeping machine.

More Wisconsin theatres in neighboring towns are using The Milwaukee Journal for their advertising. In addition to the separate headings of Pewaukee, Waukesha, and Whitefish Bay, The Journal Movie Guide now has a heading called, "Near-by Towns," used for the advertising of theatres in towns close to Milwaukee.

State out-of-town exhibitors who visited recently are: Mrs. Donna Borchert, Sturgeon Bay; Eric Brown, Plymouth; Larry Beltz and S. J. Goldberg, Wausau; Bob Karatz, Badger Outdoor Drive-Ins; Frank Cartwright, Edgar; William L. Ainsworth, Fond du Lac; Ralph Green, Madison and Ra-

cine Drive-Ins, and W. C. Fischer, Campbellsport.

Minneapolis

Fire burned out the rear and caused considerable damage to the stage and screen of the Rialto, Dickinson, N. D. No one was in the building.

The board of North Central Allied approved plans of newly-elected President Ted Mann to build boxoffice attendance and improve public relations. First project will be a two-day clinic for newspaper publishers in the fall. Every outstate area exhibitor will invite his local publisher to attend. Hollywood stars and personalities will add glamour to the event, which will have the industry's top advertising and publicity men on its business agenda. Leading Twin Cities newspapermen also will be invited to participate. The board also authorized Mann to appoint a screening committee to view and appraise films so as to develop exploitation ideas. The first regional meeting of NCA will be held at Little Falls, Minn.

Lloyd T. Kressley, who opened his 360-car drive-in at Lemmon, S. D., has plans for outdoor theatres at Belle Fourche, S. D., and Bowman, N. D. . . . Leo Peterson and son, Dan, plan to start on a 400-car drive-in at Brookings, S. D. Opening is slated for late August. . . . Urban Stohlman is finishing his 400-car outdoor stand at Big Stone City, S. D. . . . John Hruza, former owner, Opera House, Guide Rock, Neb., has purchased the Osseo, Osseo, Minn.

Leland Brayson plans to reopen the shuttered Lux, Perham, Minn., after extensive alterations. . . . George W. Johnson, in the business at Red Wing, Minn., from 1915 to 1936, is dead at McAllen, Tex. He was 78. . . . Sheldon Kliman is the new manager, Ben Berger's Lyric, Fergus Falls, Minn., succeeding John Anderson. . . . W. J. Whitmore has taken over the interests of Victor Brooks in the Star, Stanley, N. D. . . . V. J. Polich has been promoted by Delft Circuit to manager, Delft, Crystal Falls, Mich. He succeeds George A. Sattler, shifted to manager, Delft, Iron River, Mich., and Perfect, Stambaugh, Mich.

John Rohr opened his Marlow Mobil drive-ins at Backus-Hackensack, Longville, and Cross Lake, Minn. . . . Recent out-of-town exhibitors in were George Marsh, Vermillion, S. D., and Mike Guttman, Aberdeen, S. D. . . . Mannie Gottlieb, U-I midwest district manager, was in for a sales meeting. . . . New on Film Row are Joan Lynch, switchboard operator, Columbia; Margaret Carr, contract clerk, MGM; Colleen Barry, bookers' clerk, MGM, and Nancy Shuda, boxoffice clerk, 20th-Fox.

Oklahoma City

From Lincoln, Neb., Ted Butterfield is the new city manager for Cooper Foundation Theatres. Charles Freeman has been transferred to Colorado Springs, Colo., as city manager. Gor-

don Leonard, Trail, Colorado Springs, manages the new Harbor, which opened recently, and Butterfield is resident manager at the Criterion. Ed Thorne is with the Cooper buying and booking department.

Omaha

Joseph A. Walsh, head of branch operations for Paramount, was in from Denver on his current branch inspection tour.

Viola Colburn, MGM inpectress, was operated on at St. Joseph's Hospital.

Portland

Further managership changes operated by Evergreen Theatres were announced by Russell Brown, now Oregon district manager. Oscar Nyberg moves from the management of the Orpheum to the Paramount. Another change brings Kenneth Hughes, manager, Oriental, to the Orpheum as manager. He formerly managed the Liberty, and, prior to that, Evergreen houses in Vancouver, Wash. From assistant manager, Orpheum, Bert Gamble has been promoted to manager, Oriental. New assistant manager at the Paramount is Dean Matthews, formerly of the Century and Bagdad. Emrys Evans, manager, Kiggins, Vancouver, becomes assistant manager, Orpheum.

The Downtown has again been closed.

St. Louis

Russell Armentrout, Louisiana, Mo., received an FCC permit for his new radio station at Taylorville, Ill. . . . Izzy Wiensheink, district manager, Publix Great States, Alton, Ill., and Jimmy Bradford, Columbia salesman, participated in a Shrine ceremonial at Quincy, Ill. . . . Emmett Weakley, for several years a film salesman, now operates a tavern, restaurant, and hotel at Taylorsville, Ill.

Mrs. Hugh McGregor, Ritz, Arcola, Ill., was vacationing in Florida. . . . Tilden Dickson returned to Crystal City, Mo., from Phoenix, Ariz. . . . The daughter of Dominic Giachetti, treasurer, Frisina Amusement Company, Springfield, Ill., was married.

Cecelia Arnowitz, biller for RKO, was married to Fred Spiegelman, University City, Mo.

Recently seen along Film Row were: Walter J. Buckholtz, Walt, New Haven, Mo.; Tom Edwards, Farmington, Mo.; Tom Bloomer, Belleville, Ill.; Tilden Dickson, Crystal City, Mo.; Forrest Pirtle, Jerseyville, Ill.; Joe Goldfarb, Upper Alton, Ill.; Gus Boehmler, North Alton, Ill., and Charles Beninati, Carlyle, Ill.

Martin F. Davis, manager, Hi-Way, will appeal the \$25 fines on each of six charges of alleged violating the city's anti-smoke ordinance imposed by City Judge John L. Waechter.

Dr. Henry S. Moser, New Franklin, Mo., celebrated 50 years of dental practice by being host to practically the entire community of 1100 persons. As



Seen at the recent opening of 20th Century-Fox's "Of Men and Music" at the Fine Arts, Beverly Hills, Cal., are, left to right, Rudolph Polk; Clyde Eckhardt, then Los Angeles 20th-Fox executive; George Bowser, general manager, Fox West Coast Theatres, and Bernard Lubner. Polk and Lubner produced the film.

part of the celebration, Mr. and Mrs. Moser were hosts at a special show in the Roxy.

The film colony heard with regret the death of Joseph Hornstein, head, Joe Hornstein, Inc.

The 36th annual convention of the Kiwanis International afforded the opportunity to do something constructive to combat much of the unfavorable and unfair publicity concerning Hollywood. Debra Paget and Ronald Reagan were brought to St. Louis by the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois to appear before the Kiwanians and their wives, sons, and daughters, and both did topflight performances not only in the Kiel Auditorium but in many other local personal appearances, in radio interviews, etc. Herb Bennin, St. Louis manager, MGM, as a member of the St. Louis Down Town Kiwanis Club, who served on the special publicity committee of the MPTO regional group, made the arrangements to get film stars on the program. In addition, Jim Castle, William Powell, and Bess Schuler, the other members of the special committee of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois that put across this publicity effort included Lester Kropp, co-manager, Fred Wehrenberg Circuit; Russell Bovim, manager, Loew's State; Martin Davis, manager, Hi-Way, St. Louis; Myra Stroud, managing secretary, MPTO; Tom Bloomer, Belleville, Ill.; Tommy James, St. Louis; President Tom Edwards, Farmington, Mo., ex-officio member of the committee, and Sidney Sayetta, manager, Airway and Manchester Drive-Ins.

In Pacific, Mo., funeral services were held for Henry W. Hirth, coowner, Royal. He is survived by a son, Kenneth Hirth, and other relatives. His brother-in-law, L. A. Leber, was his partner in the operation of the Royal. His son, Kenneth, also has been associated in the operation.

Salt Lake City

Ralph Trathen was reelected chairman, Utah-southern Idaho Independent

Theatre Association, with other officers as follows: J. A. Christensen, treasurer; Hilmer George, Rigby, Idaho, trustee, and A. M. Jolley, trustee. George, Trathen, Sam Gillette, and Harry Gordon are on the board of trustees with Christensen and Jolley alternating as board members. . . . The annual Exhibitors Round-up attracted more than 100 exhibitors and wives from Utah, Idaho, Montana, California, and Nevada, with the Calcutta and buffet dinner at the Newhouse Hotel. A golf tournament was held at Fort Douglas, Utah, with open house at the Variety Club, screenings, and a dinner-dance also on the schedule.

San Antonio

The Woodlawn and Broadway, Interstate neighborhoods, instituted a "Free-Vue Night" each Saturday. The special "free-vue" starts at 11:30 p.m. . . . Martha Davis, secretary to the city manager, Interstate Circuit, became the bride of Richard Fackler. . . . The Aztec is offering buttered popcorn at 20 cents a box.

G. Martini announced that the Key, Galveston, Tex., would be closed permanently. Martini also announced the closing of the Tremont for extensive remodeling.

Fred McAllister has been named manager, Capitol, Austin, Tex., where he was assistant manager.

Interstate Theatres and Claude Ezell and Associates, Dallas, partners in the operation of drive-ins, dissolved their partnership. The 12 theatres will be divided equally between Interstate and Ezell. Interstate will operate the South Main and the Shepherd, Houston, Tex.; the Buckner, Dallas; the Mansfield, and Bowie, Fort Worth, Tex., and the Cactus, Pharr, Tex. Ezell will operate the Irvington, Hempstead, and Winkler, Houston, Tex.; Northwest Highway, Dallas; Belknap, Fort Worth, and the Circle, Waco, Tex.

"Pony Bud" and 38 of his nationally known Shetland ponies performed at a special "Kiddies Jamboree" at the Hi-Park Drive-In. Charles Reeves, owner, provided free refreshments. . . . Jim Powers, assistant manager, Palace, is doubling at the Star, both Interstate-operated. . . . A special midnight show was held at the Uptown, with proceeds turned over to the Agudas Achim Synagogue Brotherhood.

C. A. W. Schiege announced plans for the construction of a new drive-in at La Grange, Tex. It will have a 100-car capacity at first. . . . The Trail Drive-In, Greenville, Tex., has been opened by M. E. Hamm. He also operates the Hunt Drive-In. . . . Truman Riley has been named Interstate manager at Denison, Tex., succeeding the late Charles Snyder.

Louis F. Pavan, 60, Riverside, La Grange, Tex., died. . . . H. C. Cox has been named manager, Sunset Drive-In, Yoakum, Tex. He was formerly at Edna, Tex. He was appointed by Charles J. McCarty, city manager, Long Theatre

Circuit. . . . George W. Sullivan purchased the Runge, Runge, Tex., from Ross Willoughby. . . . The Alto, the city's only theatre at Alto, Tex., was completely remodeled and redecorated.

San Francisco

John Bach returned from sick leave, and has been appointed manager, Fox West Coast's Cinema. James Hickenbottom, acting manager, now takes over as Bach's assistant manager. . . . Robert Worth, formerly of Blumenfeld's Larkspur, Larkspur, Cal., has been given the managership of Irving Ackerman's Silver Palace.

Exchanges were not letting the air express strike interfere with their service to exhibitors. Typical of this was Columbia's fast delivery of "Born Yesterday" to the El Rio Drive-In, Modesto, Cal., and the Sunset, Riverdale, Cal. Columbia's head booker, Bill Lanning, lost no time in driving up there. . . . Irving Levin, divisional director, San Francisco Theatres, Inc., inaugurated Wednesday "Summertime Matinees" at the Balboa. All matinee activity will be channeled through the Balboa. . . . Sadie Markowitz, MGM head contract clerk, entered Mt. Zion Hospital for major surgery. . . . Fay Reeder, Fox West Coast official, is recuperating from major surgery.

Mel Klein, Columbia's sales manager, returned from a selling trip. . . . Jack Britton, manager, Harding, and Stephen Moore, manager, Vogue, were on vacation. . . . New on the billing desk at Columbia is Martha Martinez, San Salvadore, Cal. . . . Vacationing was Jane Fritze, MGM boxoffice clerk. . . . Pat Littlewood, telephone operator, MGM, resigned. Pat Winchell, former relief girl, now takes over the PBX. . . . Joan Judnick, boxoffice clerk, MGM, resigned, replaced by Susanne Nave.

Western division branch managers and salesmen of 20th-Fox held a three-day meeting at the St. Francis Hotel.

The following is a breakdown of committees set up by Rotus Harvey, general chairman, PCCITO's convention, to be held at Del Mar, Cal., from July 16-19: Exhibitor-distributor relations committee, to cover film rentals, bidding, print supply, grievance, reissues, and releasing of films for television; production committee, including a review of 1950, 1951 product, release system, titles, remakes, star participation in radio and television, and the question should production cooperate with columnists, and suggestions for 1951, 1952 as to types of pictures to avoid and correct casting; unit-conference relations committee, comprising units responsible to PCCITO and PCCITO services rendered to and for units; theatre service committee, which takes in previews, boxoffice stimulation touching on performance, quality, and results; National Screen Service record of performance for 1950-1951, with recommendations for improved service and complaints; trucking service's record of performance for 1950-1951, with recommendations for improvement of service and complaints; sound service



Hoblitzelle merit awards were recently presented at the Texas Research Foundation, Renner, Tex., just outside of Dallas. Seen, left to right, are Fred Florence, president, Republic National Bank; Dr. C. E. Marshall, winner of the \$5,000 award in agricultural science; Russell N. Cash, Atlanta, Tex., farmer who received \$5,000 award for outstanding service in the advancement of Texas rural life, and Karl Hoblitzelle, president, Interstate Circuit, donor of awards.

record of service for 1950, 1951, with recommendations for improvement of service and complaints; uniforms, covering survey of existing supply, performance, recommendations for improvement; concession supplies to look over 1951's outlook, prices, and services. In addition, there will be a standing distressed exhibitors grievance committee. This committee to function all during the convention, and will be available to any exhibitor who needs help. At the request of the exhibitor, the committee will investigate each case, and present a report with recommendations to the PCCITO officers.



First prize in the "Pagan Love Song" window display contest recently conducted nationally by MGM and MGM Records went to the Schmitt Music Company, Minneapolis, and those sharing in the award are pictured above. In the top photo, from left, are James F. Blanchard, Schmitt advertising manager; H. W. Lane, MGM Records sales manager; Kay Kittleson, Schmitt's record department manager; Al W. Neiderloh, Schmitt's sales manager, and Louis W. Orlove, MGM field press representative. In the bottom shot are Lane, Orlove, Don Alexander, assistant ad. director, Minnesota Amusement Company, and Neiderloh.

Fox West Coast Theatres of Northern California gave notice that it will resign from the California Theatres Association and Affiliated Industries, Inc. FWC has been a member of CTA for many years. The action follows the resignation of FWC from the San Francisco Employers Council during the AFL janitors' strike in April.

Seattle

Two infantry officers, Lieutenant Myron Newberger and Lieutenant Jack Johnson, on their way to embark for Korea, owe a happy weekend to a chance meeting with Pete Panagos and John Doerr, Alliance Theatre Corporation. The latter were on the same plane out of Chicago, and on arrival in Seattle adopted the two officers, entertaining them at dinner and a preview on Film Row. Panagos and Doerr were joined here by Howard McGee, booker, and Ed Hickey, city manager, Midstate Amusement Company, Walla Walla, Wash., Alliance subsidiary.

Bob Rosenberg, former booker, Evergreen Theatres, returned with Mrs. Rosenberg and their children from a vacation in California. He was in booking for his Avalon, Bellingham, Wash., and will relieve his manager, R. J. Monaghan, while the latter is vacationing. . . . Mrs. Byron Richardson, daughter of H. B. Sobottka, Hamrick Theatres, left for San Antonio, Tex., where her husband is in basic training. . . . Bill Thedford, Evergreen Theatres, was convalescing after a major operation.

James Hendel has been named assistant to Fred Danz, general manager and vice-president, Sterling Theatres. Hendel came west as division manager for ELC in 11 western states.

Foster Blake, western division manager, and Barney Rose, western district manager, U-I, arrived for a conference with George de Waide, branch manager. . . . Max Bercutt, Warner exploitation man, was setting campaigns for "Strangers On A Train" and "Fort Worth." . . . Earl Keate was here on a similar job for United Artists on "He Ran All The Way." . . . Sam Siegel, Columbia exploitation, left for Salt Lake to arrange for the personal appearance of John Derek in conjunction with "The Mask Of The Avenger." He then went to Denver to set the campaign for "Sirocco." . . . Dick Masterson joined Monogram as shipper. . . . Walter Thayer, Paramount booker, left for Houston, Tex., where he visited Scott Holloway, formerly with National Screen Supply and now with Southwest Screen Supply. . . . Henry Haustein, Paramount branch manager, and Mrs. Haustein, enjoyed a visit from their son-in-law and daughter.

On vacation were: Henry Howman, Republic shipper; Jack Dudman, manager, Coliseum; Delmo Larison, Paramount manager, and Mel Sohn, Gateway, Kirkland.

State exhibitors on the Row included: George Borden, Jr., Blaine; N. J. Andrew, LaConner; Ernie Thomson, Port Townsend; John Kane, Tacoma, and Jim Hoffner, Tacoma.

NEWS OF THE

Territory

BRANCHES

Cincinnati

Alfred Hitchcock was greeted upon his arrival here by reporters, motion picture critics, and radio commentators representing all newspapers and radio stations. Among his activities, Hitchcock hosted film critics at a special screening. Mayor Albert Cash met the director personally and received from him an invitation from Philadelphia's Mayor Bernard Samuel to participate in the three-day celebration commemorating the signing of the Declaration of Independence in Independence Hall in Philadelphia.

Branch managers and salesmen of 20th-Fox from Cleveland, Indianapolis, Chicago, Pittsburgh, Detroit, and this city attended a regional sales meeting in the Terrace Plaza Hotel. Arthur Silverstone, newly appointed sales manager, presided, assisted by Ray Moon, division sales manager.

The industry has gone back to old-fashioned showmanship in its newspaper advertising. The attractive layouts describe present and coming films, and it no longer is necessary to use a magnifying glass to identify the films with the houses in which they are being shown. Also, the houses are being segregated in downtown, suburban, and drive-in sections for easier identification.

Gerald Watson, son of J. E. Watson, MGM exploitation department, and a student in the College of Commerce at Ohio State University, was married to Miss Elizabeth Downing, society editor, The Zanesville, O., News.

Miss June Beck, assistant biller, MGM, and William Keening were married at Saint Aloysius Church in suburban Bridgeton, O., followed by an evening reception at the home of the bride's parents. Helen Liesgang, TOC, was a bridesmaid.

In town recently were Sam Galanty, Columbia district manager, Washington, D. C.; M. Marcus, Marcus Enterprises; Meyer Adelman, president, States Film Service, Philadelphia, and Carl Rhodes, New York City.

Stanley C. Jacques, RKO branch manager, was in Cleveland for a meeting. . . . Jay Goldberg, Realart branch manager, was in West Virginia on business. . . . Edward Salzberg, Screen Classics president, attended a meeting in Chicago.

Ralph Buring, Memphis, is a new Paramount field publicity representative. His territory includes Indianapolis and Pittsburgh. . . . The father of Bob Coleman, RKO Kentucky salesman,

died recently. . . . Shirley Scully is a new telephone operator at Paramount. . . . Virginia Reyes, formerly with ELC and Schine Theatres, is now working in the local office of Reo Motors Company.

Some 1,400 children from orphan homes in the Greater Cincinnati area attended a theatre party at the suburban Valley, sponsored by the Mothers and Dads Orphans Club. . . . Mrs. Robert Lawes, wife of the RKO booker, is convalescing after surgery.

Vacationers include Marie Donelson, secretary-treasurer, Screen Classics, in Nashville, Tenn.; Jane Everett, secretary to William Bein, NSS district manager; Madge Stull, NSS bookkeeping department; Janet Sperber, RKO contract clerk; Helen Cerin, secretary to William Blum, U-I branch manager, and Mrs. Robert Rath, secretary, Midwest Theatre Supply.

Visitors included: Al and Bill Thalheimer, Logan, W. Va.; Frank Carnahan, Manchester, Ky.; Mr. and Mrs. J. R. Redwine, Sandy Hook, Ky.; Mary Semelroth, James Herb, Roy Wells, John Gregory, and Fred Krimm, Dayton, O.; Bill Settos, Springfield, O.; Frank Yassenoff and Jack Needham, Columbus, O.; John Hewett, Bethel, O., and Charles Scott, Vevay, Ind.

Schine Circuit held a southern Ohio district meeting at the Netherland Plaza, with Gus Lampe, Bernie Diamond, Seymour Morris, Harold Raives, and George Gilliam on hand.

Cleveland

The fourth annual Film Festival sponsored by the Cleveland Film Council was held here in Fenn College. More than 50 educators and personnel directors interested in the use of 16mm. films registered. During the one-day session, 80 films in 10 categories were shown. At the evening banquet, awards were given to the films receiving top votes in each category. W. Ward Marsh, The Plain Dealer movie critic, awarded the "Oscars." Arthur Spaeth, The News critic, was toastmaster, and guest banquet speaker was Floyd Brooker, United States Office of Education.

In addition to full force turnout of press and radio representatives, delegates from Akron, O.; Canton, O., and Youngstown also arrived to greet and interview Alfred Hitchcock on his appearance. Activities started with breakfast and interviews with city desk men of The Cleveland Press, News, and Plain Dealer, followed by a presentation of the key to the city by Mayor Thomas Burke at city hall, where Hitchcock reciprocated by turning over to the mayor an invitation from Philadelphia's Mayor Bernard Samuel to the celebration of the 175th Anniversary of the signing of the Declaration of Independence in Independence Hall. Hitchcock hosted the critics at luncheon, and was interviewed by Tom Fletcher on WHK "Say It With Music" program. He later was host at a cocktail party for newspaper and radio representa-

Gottlieb Feted

By Pittsburgh Friends

PITTSBURGH — The Variety Club, Tent 1, held a dinner for Saal Gottlieb on June 25 to honor him on his promotion to MGM district manager for New York-New Jersey. He had been MGM branch manager for Pittsburgh for the past few years, having worked for MGM for 31 years.

A group of over 200, the majority exhibitors from Western Pennsylvania and West Virginia, assembled in the William Penn Hotel.

Tom Troy, president, Chamber of Commerce and manager, William Penn Hotel, was toastmaster. Those who spoke included John Maloney, MGM central sales manager, who made the presentation of a set of silverware; Bert Stearn, president, Cooperative Theatres Service; Fred Beedle, president, Allied of Western Pennsylvania; Morris Finkel, a national director of Allied; George Eby, representing the Harris Circuit; Milt Brauman, representing Film Row, and Judge Cox, Orphans Court.

tives from Akron, Canton, and Youngstown. Hitchcock closed his day with an interview by Sid Andorn over WERE.

On the opening day of "Hard, Fast, and Beautiful," Sally Forrest and Robert Clarke appeared at all performances.

U-I's Piper Laurie and Tony Curtis met press and radio representatives and came through the ordeal of interviews with flying colors.

The Hanna opens its fall season on Sept. 7 with "Tales of Hoffmann" on an extended run. It will be road shown on a reserved seat basis, according to manager Milton Krantz.

Jack Silverthorne, manager, Telenews, moves over to the Hippodrome when the Telenews owners, Herbert Scheftel and Alfred G. Burger, take over the property which they purchased recently. Previous to coming to the Telenews, Silverthorne managed the Strand, Cincinnati, and was associated with the Interstate Circuit, Texas. Succeeding him at the Telenews will be John Kois, former manager, Vogue, Buffalo.

Ruth L. Crickett, 22, former RKO exchange front office employee, died on the eve of her wedding to Bruce J. Prendergast.

E. B. Brady, president, Drive-In Theatre Equipment Company, Inc., is offering to increase the life of in-car speakers by his method of reconing, and doing a complete rebuilding job. . . . The Miles Drive-In opened after many construction delays due to bad weather. The 1000-car outdoor theatre was built by the Ohio Drive-In Management Company. Bill Price, former manager, Esquire, is managing, and Tony Stern is doing the buying and booking.

Bernard Kranze, United Artists, stopped to confer with branch manager Sidney Cooper. . . . Terry Turner, RKO, made one of his infrequent visits.

Frank Slavik, owner, Capitol, Mount Gilead, O., cut his vacation in Canada short because he doesn't like caterpillars. . . . Frank Murphy, Loew's division manager, is in great demand as a speaker. He addressed the Lions Club, Lorain, O. Not long ago, he spoke before the Lorain Kiwanis Club. John Tender, owner, Tivoli, Lorain, made the arrangements.

Gordon Campbell, RKO booker, left for his vacation. His first stop was Cincinnati to pick up his wife, and then they proceeded to Jacksonville, Fla., to visit with Mrs. Campbell's folks.

Schine Circuit held a northern Ohio district meeting at the Statler, with Gus Lampe, Bernie Diamond, Seymour Morris, Harold Raives, and George Gilliam on hand.

In Akron, O., where theatre attendance has been reduced by strikes in the rubber industry, members of the Akron Theatre Owners and Managers Association, headed by Andrew Martin, have decided to offer a change of policy. They plan to discontinue double featuring the outstanding pictures, and, instead, to present an hour-and-a-half program of one feature and snort subjects.

Larry Greenberg, who was dropped from the Warner Theatres booking department, is now with the Warner exchange as booker. He succeeds Frances Kates, who resigned.

Jerry Wechsler, Warner branch manager, and Mrs. Wechsler went to New York to meet their son, Dr. Harry Wechsler, returned from eight months' service in Tokyo. He has been transferred to the Great Lakes Naval base, Chicago, where he will be joined by his wife after a suitable furlough.

Bernie Rubin was in Chicago to attend a meeting of Favorite franchise owners. . . . Bernard Wander, former manager, Shore, is back after satisfying a yen to live in Florida.

E. J. Stutz acquired a group of Essex reissues for Northern Ohio distribution.

The Associated Circuit Fines are on the move. Meyer Fine, circuit president, and Mrs. Fine are in Atlantic City. Their son, Marshall, also affiliated with the circuit, is touring the east.

Harold Rosenbluth acquired his father's interest in the Stork. . . . Tom Alley, Republic salesman, is recuperating from an operation at St. Luke's Hospital. . . . Robert M. Raives, son of Schine Theatres' Ohio zone manager Harold Raives, was graduated from Harvard Law School, and has joined the government in the alien property division. . . . Joe Robins, Leon Enkin, Paul Ellis, and Pete Rufo, were exchange visitors.

I. J. Schmertz, 20th-Fox branch manager, and Ray Schmertz, city salesman, are back from the west coast convention. . . . Gertrude Tracy, manager, Parma, made her TV debut when she was the guest of the "Welcome Wagon" program on WXEL conducted by Mrs. Gizella Maymik. She is the first member of the industry to be selected for an interview. She took advantage of the opportunity to point out the importance of a theatre in a growing community and its place as a community center.

Detroit

The Lake Theatre Operating Company, headed by Charles A. Anderson, opened the 700-car Lakes Drive-In, Brighton, Mich.

Art Peters, Detroit tenor, will appear on the Riviera stage each Wednesday evening with another guest artist, according to manager C. E. O'Bryan.

Lindsey J. Foster, a special officer working for the Dearborn, Mich., Drive-In, was killed recently as he was adjusting flares to guide patrons. He was struck by a motorist who did not see him.

Earl J. Hudson, along with his other duties, is still finding plenty of time to arrange an inaugural program to celebrate the city's 250th birthday anniversary.

Al Garber, 20th-Fox booker, resigned, and Peter Katsufakis, New York, is replacing him temporarily. . . . The Variety Club held its annual golf outing. . . . Boxoffice business returned to normal since the city transit strike ended.

Hollywood is coming to Grand Rapids, Mich. Director Carl Krueger disclosed he is planning a film with a Grand Rapids locale, based on William P. Lear's development of the auto-pilot for airplanes.

The Riviera, which at one time played Keith vaudeville, began a test of "live talent" one night a week. It is a United Detroit house.

Shafer Circuit closed the Wayne and the Shafer, Garden City. . . . The Carver Circuit, which took over the Park, closed the house.

James R. Grainger, Republic executive vice-president in charge of sales and distribution, was in accompanied by district manager John P. Curtin.

A contract for a local installation of the RCA instantaneous theatre television system was announced by the Theatre Equipment Section, RCA Engineering Products Department. The new contract, signed with Wisper-Wetsman Theatres, provides for an installation of RCA's Model PT-100 system in the circuit's Eastown.

Universal - International's "The Prince Who Was A Thief," had its world premiere at the Michigan with

Piper Laurie and Tony Curtis making personal appearances and aiding in the advance promotion. The appearance was highlighted by a homecoming celebration for Miss Laurie, a native of the Motor City. The two new personalities were on a nation-wide 16-day tour.

Indianapolis

The Marion County Plan Commission was ordered by Judge Walter Pritchard in Superior Court, not to interfere with operation of the Pendleton Pike Drive-In. The temporary restraining order was issued on request of Midwest Drive-In Theatres, Inc., owner of the theatre. Commission attorneys have contended the theatre is operating amusement and recreation concessions for children in violation of county building regulations. They also said electrical wiring for rides was not approved or inspected by the county building commissioner's office. However, the location of the theatre complies with the zoning ordinance. Judge Pritchard's order will remain in effect until a formal hearing is held.

Joseph Bohn, Realart, returned from a trip in Louisville, Ky. He set "Time of Their Lives" and "The Little Giant" to open at the Strand. . . . Roger Sherer, Fort Wayne, Ind., visited his Lans, Lansing, Ill. . . . William Mallers, Bluffton Drive-In, Bluffton, Ind., and family are motoring east. . . . Peter Mallers, Mallers Circuit, Fort Wayne, Ind., attended the Greek national convention at South Bend, Ind.

Branch manager T. O. McCleaster, 20th-Fox, returned from the convention at Los Angeles. . . . William Zoetis, assistant shipper, 20th-Fox, is vacationing in Fort Monmouth, N. J. . . . John Barrett, bookkeeper, returned after enjoying his vacation. . . . Joyce Cunningham, Realart, is spending her vacation motoring.

Monogram, according to Don MacLeod, office manager and head booker, reported more business and better collections this season. . . . Joe McKinley, who formerly operated the Lyceum, Terre Haute, Ind., is reported to have acquired the Rex, Montezuma, Ind., from Mr. and Mrs. Barrett. . . . Harry Douglas, Dana, Dana, Ind., has taken a position in the dispatchers office at the B. and O. . . . Clyde Brandt and wife escorted their daughter to Ontario, Canada, to embark for a European trip. . . . Dorothy Urshel joined the U-I office staff as general clerk. . . . Changes in the U-I inspection department include Clarice Cook, Alzettia Stansbury, and Hester Coburn.

Roger Sherer closed his Union, Liberty, Ind., for the summer. . . . In Chicago on business were Alex Kalafat, Garrett Drive-In, and William Kalafat, York Churubosco, Ind.

Exhibitors in were: Don LeBrun, Kent, South Whitley, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Guy Hancock, Prewitt, Plainfield, Ind.; Doyle Carter, Roxy, Bloomington, Ind.; E. E. Smith, Devon, Francesville, Ind.;

Kathryn Fettig, Auditorium, Connorsville, Ind.; A. Richey, Alhambra, Knightstown, Ind.; A. B. Thompson, Park-Ritz, North Vernon, Ind.; Tom Goodman, Dream, Corydon, Ind.; Kermit Suhre, Lyons, Lyons, Ind., and Mrs. Hilda Long, Hippodrome, Sheridan, Ind.

Leota King, head inspectress, RKO, has taken a leave of absence. . . . Virgil Jones, booker, Warners, is vacationing in Florida. . . . Myer Adleman, head, States Film Service, Philadelphia, was here.

Theatre grosses have hit a new low. . . . Desmond Abel and Rainey H. Shannon, Citizens State Bank, Williamsport, Ind., assumed control of the new Warren. The house was opened in March by the citizens of the community. C. A. Christy managed. The Baker Booking Service is now doing the booking and buying.

Pittsburgh

Alfred Hitchcock was made an honorary member of the Pittsburgh Press corps upon his appearance on his tour in behalf of "Strangers On A Train." Press and radio representatives turned out in full force to greet Hitchcock in a civic reception, with all three papers covering with interviews and art. The director was interviewed by leading radio commentators on WCAE-ABC, KQV-Mutual, and KDKA-NBC. He also was guest of honor at a luncheon. The acting mayor presented Hitchcock with the official key. Hitchcock extended an invitation to Mayor David L. Lawrence from Philadelphia's Mayor Bernard Samuel to attend the three-day celebration commemorating the 175th anniversary of the signing of the Declaration of Independence in Independence Hall in Philadelphia.

Three percentage actions brought by distributors in federal court involving the Orpheum, Clarion, Pa., have each been concluded upon the filing of a stipulation signed by the attorneys for both sides to the effect that the defendants having accounted and paid in full to each plaintiff the amount found to be due on the matters set forth in the respective complaints, each suit can be dismissed as settled. The actions had been filed by Paramount, RKO, and 20th-Fox against the executors of the estate of Lewis Hepinger, deceased. On the same day and in the same court, Paramount, RKO, and Loew's each filed separate percentage suits against Charles Argentine and James Morosco, doing business as the Keith Amusement Company. The complaints allege underreporting of receipts on percentage pictures exhibited at the Keith, Burgettstown, Pa. Reed, Smith, Shaw, and McClay, represent the distributors, with Sargoy and Stein of counsel.

Karl Krug, The Sun Telegraph movie editor, reported that the Stearns and their Associated Drive-In Company were dickering to purchase the now closed Barry. This organization recently bought the Dependable Drive-In, near Coraopolis, Pa.

Ken Hoel, Harris Theatres publicity head, returned from a vacation of fishing in his favorite Lake Erie haunts. . . . The mother of Wally Allen, Allied business manager, was in visiting him from New York.

Morris Finkel, chairman of the board, Allied of Western Pennsylvania, and theatre operator of four Pittsburgh neighborhood houses, went to Boston to attend the graduation of his nephew, Norman M. Williams, from Harvard. He graduated with high honors, and is expected to enter Tufts for a medical course.

Former United Artists branch manager William Shartin was named northwest district manager for the Jack Schlaifer Organization. . . . Ray Mervis, Embassy, Aspinwall, Pa., is a father for the second time, a boy being born in the St. Francis Hospital.

The Louis Hamburgs, he is the RCA distributor in this area, staged a garden party for Hadassah, and presented a really bigtime show including Molly Picon, Sandra Deel, and several well-known radio and TV personalities.

Four distributors filed separate percentage suits against James A. Alexas, Alex Alexas, and J. E. Williams. Actions were instituted by RKO, Paramount, Loew's, and 20th-Fox in the U. S. District Court for the Western District of Pennsylvania. The theatre involved is the Ligonier, Ligonier, Pa. The complaints allege underreporting of receipts on percentage pictures. Reed, Smith, Shaw, and McClay, Pittsburgh, represent the distributors, with Sargoy and Stein, New York, of counsel.

Mr. and Mrs. Michael Karolcik celebrated their 25th wedding anniversary recently. He runs the Perry, Perryopolis, Pa., and a modern grocery, in the same building as the theatre. . . . The Tri-State Association of the IATSE plans to hold its 28th convention here next year. . . . The brother of Herman Littlestone, Brushton, passed away.

The Floyd Klingensmith's, he's the Columbia salesman, celebrated their 14th wedding anniversary. . . . The Maple Drive-In, Circleville, Pa., near Pittsburgh, was the first drive-in to present Dr. Richard E. Sylvers, who does a mind-reading act. He was booked for the entire week. The same drive-in cancelled its plans to present the "Miss America" contest.

The son of George Purcell, Manos Circuit booker, was the youngest in his class to graduate from Greensburg High.

Bert Detwiler, former manager, Manos Circuit, is now managing the Braddock Drive-In, Frederick, Md. . . . Melvin Mann, Paramount booker, is back from a Chicago vacation. . . . Bill Elder, Loew's Penn, Pittsburgh manager, is another taking an early vacation.

The Variety Club's tag day for the Katharine Variety Fund was a big

success. One hundred fifty lady policemen, 200 high school girls from Catholic High, members of the Ladies Theatrical Club, and others were workers who volunteered services. The next big event for the Variety Charity Fund is the Ezzard Charles-Joe Walcott fight, and the committee is working now to include a big name stage show. District theatres are running trailers made by Eddie Cantor, and placing collection boxes in lobbies as well as in concession stands of drive-ins.

Bernard Burns, manager, Rex, Corry, Pa., and a brother of Regis, who is an executive in the Blatt Circuit home office, graduated from Gannon College with a bachelor of Science degree in business administration. The Blatts are air-conditioning their Governor, Somerset, Pa., and have remodeled the Grand, West Newton, Pa.

The legislature voted down, for the second time, a bill which would allow the Pittsburgh Civic Light Operettas to perform on Sunday in Pitt Stadium.

The Urban, East McKeesport, Pa., owned by Mrs. M. A. Malanos, has been purchased for permanent use as a Catholic church. For the past two years, the theatre has been used for services.

Ralph Pielow, newly appointed branch manager for MGM, arrived, and then left for a vacation. . . . The MGM Pep Club staged a farewell dinner to former manager Saal Gottlieb. . . . The son of Mr. and Mrs. Bernard Buchheit, Manos Theatres executive, graduated from Mercersburg Academy.

Mr. and Mrs. Mike Shapiro announced the marriage of their daughter, Elaine Sybil, to David Klee Finkel, III, Washington, Pa., in the William Penn Hotel. . . . Cele and Mary Margaret Guehl, former ELC employees and sisters of 20th-Fox secretary Loretta, were vacationing on the west coast.

Perry Nathan, National Screen Service manager, planed to New York and back the same day. . . . The Variety Club has discontinued its regular "Open House" family nights for the summer.

The management of the Civic Light Opera Company has complained of decreased business, and has blamed the weather man for the trouble.

The promotion of Carl Reardon to New Haven branch manager for U-I, brings to mind the many Pittsburgh men promoted recently. Among them were Charlie Kosco, to branch manager, 20th-Fox, Buffalo; Jimmy Hendel, made ELC district manager for the west coast; Dinty Moore, promoted to district manager for Warners; George Tice, Frances Guehl, Dave Silverman, Jack Kalmenson, and Ike Sweeney, salesmen promoted to branch managers' positions; Harry Feinstein, now zone manager for Warner New England Theatres, and Saal Gottlieb, district manager, MGM, New York City.

Indiana Newcastle

Judge Joseph Dickey, Madison Circuit Court, Anderson, Ind., was named special judge in the Henry Theatre Corporation's suit to prevent city and county authorities from interfering with the operation of cash night at the Castle. The state contends that the drawing constitutes a lottery, and is a violation of the law. The theatre corporation filed the suit recently after authorities threatened to close the cash night. Judge John H. Morris, Henry County Circuit Court, who indicated he believed the cash night was a lottery, granted the theatre company's motion for a change of judge.

Kentucky Louisville

D. S. Knifley, 81-year-old father of Luther Knifley, Art, Knifley, Ky., has been confined to the Jewish Hospital. . . . Extensive remodeling has taken place in Falls City Theatres Equipment, headed by W. E. Carrell.

Seen recently were: J. B. Dale, Clay, Celina, Tenn.; George Peyton, Griffith, LaGrange, Ky.; Luther Knifley, Art, Knifley, Ky.; R. L. Gastrost, Victory, Vine Grove, Ky.; Mrs. L. M. Denton, Shepherd, Sheperdsville, Ky.; Franklin T. Atkins, Moon-Glo Drive-In, Scottsburg, Ind.; Morris Smith, Valley, Taylorsville, Ky.; Lewis Baker, Star, West Point, Ky., and Mr. and Mrs. Don Steinkamp, French Lick Amusement Company, French Lick, Ind.

The second half of Lou Arru's Twin Drive-In was officially opened for the season. . . . The Grand, New Albany, Ind., closed down so that the complete remodeling could be completed.

A meeting of the directors of the Kentucky Association of Theatre Owners was held, and among those in attendance were: Rodger Daley, Ralph McClanahan, Irving Long, Mrs. O. J. Minnix, Dennis Long, Cliff Buechel, E. L. Ornstein, C. K. Arnold, Gene Lutes, Eddie Huber, Johnson Musselman, Guthrie Crowe, and Colonel Henry J. Stites. A nominating committee consisting of Crowe, Lutes, McClanahan, and Long was selected to meet for the purpose of nominating directors to fill the vacancies of outgoing directors, and to nominate a chairman of the board to fill the vacancy left by Freeman Smith, deceased.

The annual election of directors of the Kentucky Association of Theatre Owners has been scheduled for July 6. Eleven directors are to be elected, of which two are at-large and nine from stated Congressional Districts. All will be elected for two-year terms. Messrs. Ned Greene, Len Pickle, C. R. Buechel, W. D. Aspley, J. Van Snook, Gene Lutes, L. O. Davis, W. T. Cain, Mrs. O. J. Minnix, Harold Sliter, and Eddie Ornstein were elected a year ago for a two-year term. The directors nominated by the nominating committee were: Chairman, board of directors—Fred J. Dolle, Louisville; first district, Jack

Keiler, Paducah, Ky.; second district, W. E. Horsefield, Morganfield, Ky.; third district, D. Irving Long, Louisville; fourth district, C. K. Arnold, Bardstown, Ky.; fifth district, Tom Hill, Covington, Ky.; sixth district, Ralph E. McClanahan, Irvine, Ky.; seventh district, J. E. Isaac, Cumberland, Ky.; eighth district, Dick Martin, Ashland, Ky.; ninth district, Charles R. Mitchell, Barbourville, Ky., and directors-at-large, Andy Anderson, Hartford, Ky., and Fred J. Dolle, Louisville, Ky. At the last KATD directors' meeting, a showmanship committee was appointed, which included: C. K. Arnold, Arco, Bardstown, Ky.; Gene Lutes, Chakeres district manager, Capitol, Frankfort, Ky.; Ralph McClanahan, Estill and Irvine, Irvine, Ky.; Irving Long, Fourth Avenue Amusement Company, Louisville; Eddie L. Ornstein, Ornstein Theatres, Cloverport, Ky.; Harold Sliter, Schine district manager; Ben Ali, Lexington, Ky.; Johnson Musselman, Rialto, Louisville, Ky., and Katherine K. Overstreet, Fourth Avenue Amusement Company, Louisville.

Ohio Columbus

Patti Page presented Irwin Johnson, WBNS disc jockey, with a gold record on the stage of Loew's Broad. . . . Robert Morrell, MGM, Cincinnati, was here to arrange a trade screening of "Show Boat" at Neth's Markham.

Charles Williams has been named chief of service, Loew's Broad. . . . Russell A. Bovim, manager, Loew's State, St. Louis, and family visited.

Harry Schreiber, manager, RKO Palace, is tying in with The Columbus Citizen's serialization of Elmer Wheeler's book, "The Fat Boy's Story" in connection with the Palace's showing of "The Fat Man." . . . Ohio State Journal's "Family-of-the-Week," the Walter Hagelfans family, were guests of Walter Kessler, Loew's Ohio, at a showing of "On The Riviera."

Mrs. Edith G. Knight, wife of Harry J. Knight, neighborhood operator, died.

For the fourth summer season, Mrs. Lelia Stearn, Southern, is admitting children under 14 for 10 cents at week-day matinees.

Russell A. Bovim, former manager, Loew's Ohio, and his family were visitors. Bovim is now manager, Loew's State, St. Louis.

Ohio State University's Stadium will go into its second summer season on July 10 with a five-nights-a-week operation. . . . Reports are circulating that the Columbus tent of the Variety Club may be revived soon.

New Vienna

Walter Broucksiek, 42, Avon, was killed when he was thrown onto a cement culvert near Leesburg, O. His motorcycle ran off the road and into a ditch.

Wilmington

Hollis "Mike" Craig, Blanchester, O., joined Hallmark as a checker.

Pennsylvania Albion

Paul Remsley's new drive-in will be called the Grandview instead of the Maples. It will have one of the largest and most expensive screens in this area. The structural steel weighs over 25 tons, and the screen measures 70 feet high and 56 feet wide.

Altoona

The Rivoli held over an attraction by popular request, "The Great Caruso."

A. N. Notopolous is back after spending the winter and spring in Florida. . . . The Mischler started six weeks of summer stock.

Clearfield

The Midstate Circuit rented the Lyric midweek recently to the Ladies Auxiliary of the American Legion for an all-local talent revue.

Kearsage

Peter Camerlox, former owner, Elm, Tionesta, Pa., is rushing his new Super 19 Drive-In to completion. The outdoor theatre is located between Waterford, Pa., and the township of Kearsage, five miles from Erie on a new four-lane highway.

Meadville

Lee Conrad, manager, Park and Meade, is celebrating his recovery from a recent operation by purchasing a new car. His boss, Dr. Winslow, did the surgery for the operation.

New Castle

The Vogue and State reduced their children's admissions to nine cents up to 6 p.m. Other houses charge 20 cents, and do not contemplate any changes.

Northeast

J. K. Blakely named Ted Blakely as manager-buyer, Keller's.

Renova

George McFadden, Rialto, completed a tieup with 30 merchants who agreed to purchase 30 children's tickets at 10 cents each each week until Labor Day. The tickets are given to adult customers. McFadden runs a trailer mentioning the merchant's names. Simple arithmetic shows that he has a guaranteed \$90 a week Saturday matinee business in addition to getting the kids into the habit of attending the movies regularly again.

Windber

Morris Fruhlinger, Silver Drive-In, has added a small zoo as an added attraction for the kiddies. He already has a wild fox, a pet monkey, and several baby foxes. Prior to the completion of the cages, Fruhlinger left the monkey at his brother's store in Windber. The next morning, the contents of every shelf were lying in a heap on the floor.

NEWS OF THE

Territory

Boston

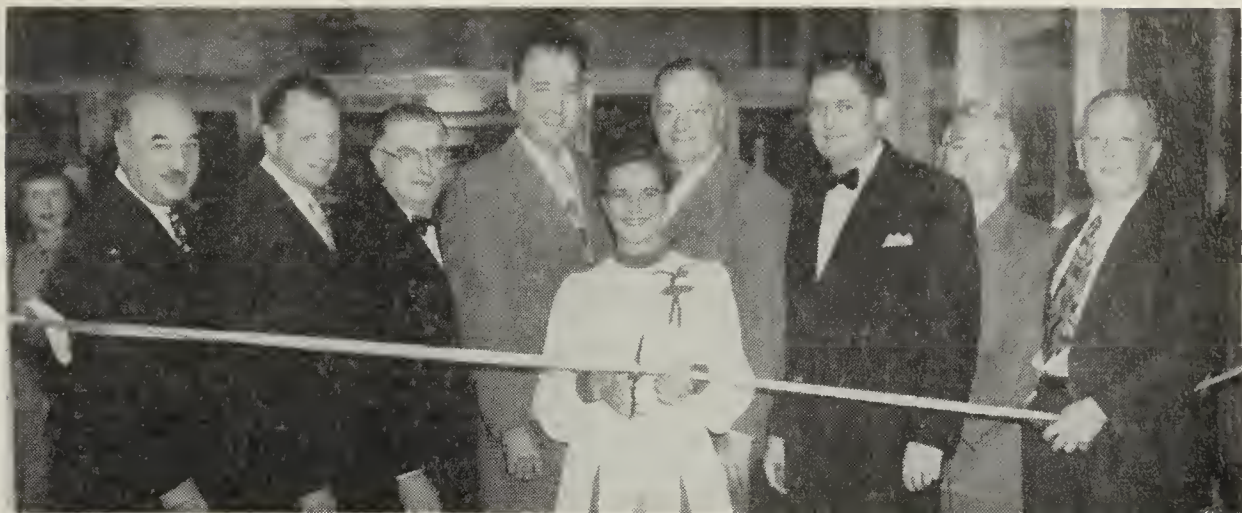
Crosstown

Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "Girl In A Million," parts 1 to 10. (Deletions: Dialogue, "—damned dull—damned dangerous—", in part 1. Word, "mistress," in part 7). Distinguished; "The Hoodlum," parts 1 to 7. (Deletions: Eliminate scene showing Vincent and Rosa going into room after they kiss, in part 3. Dialogue, "Autopsy findings reveal . . .", to and including, "He loved Rosa too much.", in part 4. Dialogue, "But just because she belonged to your brother, . . ." to and including, ". . . unborn.", in part 7). United Artists; "Portrait Of Clare," parts 1 to 12. (Deletions: Eliminate entire scene in barn, in part 4. Dialogue, "But never before have I been called a silly old bitch.", in part 4. Dialogue, "She is an old bitch, aren't you Sly?", in part 4. Word, "Damn," in part 11). Monogram.

The Variety Club of New England, Tent 23, has scheduled a "Day at the Races" for members and friends at Narragansett Park, R. I., on July 10. A strictly stag affair. activities will commence with a luncheon hosted by Judge Dooley at the Terrace Club, and a feature race designated as the "Variety Club Handicap," winding up with a shore dinner at the Squantum Club. The club has purchased tickets on all the daily double combinations, which guarantees a sure winner among the Variety Club members or guests. A cup has been donated by Judge Dooley, which will be presented to the winner of the Handicap by Chief Barker Sam Pinanski. Arrangements for the day were made by Myer Stanzler, Ed Fay, and Al Clark, Providence. The tariff is \$10 for members, and \$12 for guests.

Daytz Theatre Enterprises is now doing the buying and booking for the Pike Drive-In, Johnston, R. I.; Park Theatre, Thompson, Conn.; Villa, Waterbury, Conn.; Lake Drive-In, Wolcott, Conn., and Meriden, Meriden, Conn.

The first meeting of exchange and circuit heads to discuss the forthcoming "Jimmy Fund" drive was held at the Variety Club headquarters. Plans for the drive were outlined by the president of the Children's Research Foundation, Martin J. Mullin, co-chairman along with Braves President Louis Perini. The annual drive will get underway on Aug. 26. Chief Barker Sam Pinanski, Harry Browning, Bill Koster, and Bill Sullivan, publicity director, Boston Braves, have volunteered to visit in various New England cities to set up plans for the campaign.



Nancy Ryder, high school drill team leader, cuts the ribbon officially opening American Theatres' recently built Surf, Swampscott, Mass., while, looking on, from left, are American Theatres President Samuel Pinanski, assistant Edward Canter, American Theatres district man James J. Dempsey, Swampscott selectmen Fred Chapplain and Ralph J. Lindsey, mgr. Edward Frizzell, Benjamin Trustman and Joseph Weinberg.

Dr. Herbert T. Kalmus, president and general manager, Technicolor Motion Picture Corporation, was awarded an honorary Doctor of Engineering degree by Northeastern University.

The Rustic Drive-In, North Smithfield, R. I., was due to reopen. Al Vonck will operate.

The Jamestown, Jamestown, R. I., which has been closed for several months, is being remodeled by the Bomes brothers for opening. It was formerly leased from Bomes brothers by Lester Segal.

George Kraska, for past several years managing director, Beacon Hill, resigned. He broke into the business in 1922 when he occasionally booked a roadshow picture into Boston's Symphony Hall. For many years he oper-

ated the Fine Arts, moving from there to the Kenmore and a couple of years ago to the Beacon Hill. At various times, he was also connected with Loew's, for whom he managed situations, and handled publicity. After a short vacation in Maine, he will travel to Europe, where he will look over the foreign film situation with a view to importing suitable product.

Tommy Holmes, new manager of the Boston Braves, is a trustee of the Children's Cancer Research Foundation, one of the Variety Club's pet projects. President Martin J. Mullin, Foundation and the Variety Club, sent him congratulatory wires on his appointment as Braves manager.

The Bates, Attleboro, Mass., formerly operated by B and Q Circuit, is being converted into stores. The Circuit continues to operate Attleboro's Union.



Among the exhibitors and film folk who attended the recent WB "Look Forward" screenings in Boston were, from left to right: Jim Kilcoyne, Jack Melincoff, Max Melincoff, Murray Howard, and Jim McLaughlin; Chester Stoddard, Jerry Goven, and Harry Browning; Ted Fleischer, Mel Green, Dick Ruben, Ernie Israel and Lou Gordon, and the Zeitz brothers with branch manager G. W. Horan, all quite impressed.

The RKO Boston went back to a stage show policy for one week featuring Josephine Baker and her troupe.

Marjorie Adams, *The Globe* critic, and Peggy Doyle, *The American*, returned from a six-week jaunt in Europe.

Allied Artists' "I Was An American Spy" has its New England premiere at the Paramount and Fenway, Boston, on July 11, followed by saturation bookings in 17 other New England theatres. Claire Phillips will be in Boston for the opening accompanied by Harry Goldstein, Allied Artists' eastern exploitation representative.

Hy Fine, New England Theatres, wrote and produced the trailer to be used this year for the "Jimmy Fund" drive, starting on Aug. 26. It features John Wayne.

Film District

Arthur Silverstone, newly appointed eastern division sales manager for 20th-Fox, was expected in for a regional meeting of branch managers, salesmen, and bookers from New Haven, Philadelphia, Washington, and the home office.

Lee Johnson, 20th-Fox bookkeeper, was spending a couple of weeks at Martha's Vineyard. . . . Henry Atwood, Wellfleet, made one of his infrequent visits to the district recently getting set for the opening of his theatre for the summer. . . . The building which housed the Apollo is being razed.

Mary Reardon, secretary to Roy Heffner, Good Will Advertising, received an honorary degree of Master of Arts from Harvard University for her work in civilian defense. This makes her seventh honorary degree.

Ellis Gordon, ex-ELC salesman, is the New England representative of Souvaine Selective Pictures, with headquarters at Independent Exhibitors.

George Gould, Portland, Me., was in town buying and booking. His Brunswick, Me., Drive-In is still for sale.

Mrs. Edith Robinson closed the Joy, West Rutland, Vt., during the week of school graduations in that city. . . . Condolences go to Kay Schaefer, Paramount cashier, on the recent passing of her brother, James Keegan.

Joe Mansfield, UA exploiter, moved his family to Manomet for the summer. He spends his weekends there.

Henry Le Mere, Paramo, Ludlow, Vt., was one of the town's public spirited citizens responsible for General Electric opening a plant in the town.

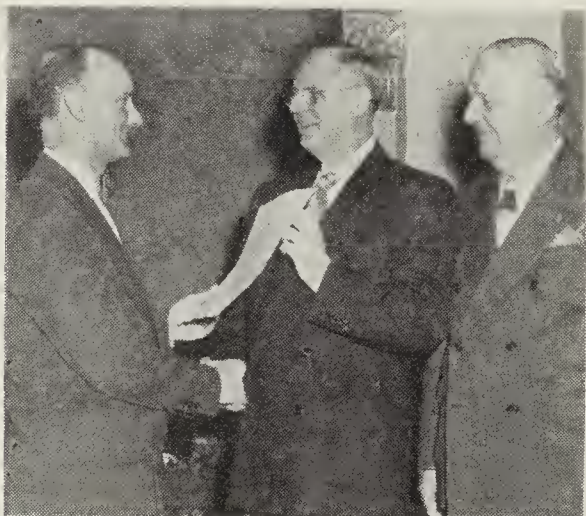
Frank Burr, owner, Burr-Ludlow, Ludlow, Mass., died recently. Several people from Film Row attended the funeral services.



The recent run of Hallmark's "The Prince of Peace" broke the 15-year attendance record of the Strand, Seymour, Conn., when it was run in conjunction with several of the town's churches.



Alfred Hitchcock, who directed WB's "Strangers On A Train," seen recently in Boston on the first leg of his special 12-city tour, is greeted by Mayor John B. Hynes, by whom he was welcomed.



At the Durfee, Fall River, Mass., in connection with a recent showing of Paramount's "Appointment with Danger," Assistant Postmaster James J. Higgins, center, received a scroll presented in behalf of the city by City Council vice-president William L. O'Brien, left, for "great service and devotion to the public welfare." Manager Paul A. Slayer, right, is an observer.

New Haven Crosstown

The College has a new tile floor at the College Street entrance. . . . The Whitney had a benefit show for the orphanage of Vergiato E. Castellato, Ticino, Italy. . . . The Lincoln did quite a bit of promotional work for "Kon Tiki." . . . Paul Klinger, Bijou manager, postcarded friends from Lewiston, Pa., on vacation. . . . Morris



The 40-pound bag of sand from the French Riviera flown to Boston for the recent Memorial opening of 20th-Fox's "On The Riviera" is presented to model Crane Collier by a French airline pilot.



In Springfield, Mass., Capitol manager Andy Sette recently drew plenty of attention to Warners' "Inside the Walls of Folsom Prison" by having this hearse drive downtown carrying arresting copy.



Nancy Ryder, Swampscott, Mass., High School drill team leader, recently sold tickets for the opening of ATC Theatres' new Surf, Swampscott, to Roland Booma, president, Swampscott Band Parents Association. Proceeds went to the band. Looking on are Carl Perry, president, Swampscott Rotary Club, and Louis Athanas, at the right, president of the Swampscott Business Men's Association.

Rosenthal, Loew's Poli, and staff, did a nice job on "Go for Broke." For "Excuse My Dust," Rosenthal and staff arranged for more tieups. For "Show Boat," Rosenthal had the comments of people who saw the sneak preview, posted on a bulletin board in the lobby.

Attorney Lawrence C. Caplan, Fishman Theatres, is now at the Anchor, Woodmont, for the summer with his family. . . . Dr. Jack Fishman, Fishman Theatres, is also at Woodmont.



Seen with a winning boy and girl in the recent tieup effected with a drug store are Nelson Bragg, WCOP, Boston; Bill Hartnett, Embassy manager, and Joe Waters, Liggett-Rexall manager, quite pleased at the results of the cooperative by the Waltham, Mass., house and store.



When they visited Boston recently on behalf of U-I's "The Prince Who Was A Thief," Piper Laurie and Tony Curtis were greeted by E. Feltman, U-I branch head, left, and J. Scully, district head.

Meadow Street

Marty Mullin and others of the "Jimmy Fund" committee came in for a meeting. New Haven and Boston will work together in this drive. Mullin was the principal speaker.

Raymond Wylie, past Chief Barker, Variety Club, is now in the insurance business.

Arthur Greenfield, U-I branch manager, transferred to Portland, was given a nice sendoff party in the Oneco Hotel recently. Bob Spodack and Len Sampson, Lincoln, Crown, and Art Cinema, chairmanned the event. Present were the following: Ben Simon, 20th Century-Fox; Barney Pitkin, RKO; Henry Germaine, Paramount; John Pavone, Monogram; Phil Gravitz, Metro; Max Birnbaum, Warners; Joe Callahan, United Artists; Hyman Levine, Alex Sihml, Earl Wright, Hugh Maguire, Sam Germaine, Ray Cairns, Sam Zipkin, Lou Brown, Harry Feinstein, Burt Jacobs, Larry Germaine, Mort Katz, Max Hoffman, John Perakos, Sol Ripps, Len Sampson, Bob Spodack, Ted Jacobs, Ralph Civitello, Messrs. Tolis and Kournaris, Sam Rosen, Izzy Horowitz, Herman Platzow, Ben Rosenberg, Jim Darby, and others. Barney Pitkin was toastmaster. The boys gave Greenfield an engraved watch.

The 20th-Fox beach party was postponed. . . . Dom Somma, 20th Century-Fox, is a member of a singing group which has been entertaining unfortunates. . . . Fay Spadoni was given a birthday party by her 20th-Fox associates. . . . Belle Shiffrin, 20th-Fox, and Freda Kogan, Columbia, planned a trip to Missouri. . . . Fred Thomas has been upped to assistant manager, Warner, Bridgeport. . . . Sperie Perakos, Perakos Theatres, was elected district governor, Order of Ahepa. . . . Congratulations were in order for Mr. and Mrs. Jack Schwartz, West End, Bridgeport, on their recent wedding anniversary. . . . J. Beaufox was at the Roger Sherman, helping manager Ed Lynch with "Fabiola."

Circuits Loew Poli

J. R. Vogel, vice-president and general manager, Loew's, and Oscar A. Doob, general theatre manager, were in Bridgeport. John Murphy, manager, Loew's out-of-town theatres, and Gene Picker, Loew's New York theatres, saw the vaude later in Bridgeport. . . . In Waterbury, Sid Piermont, booking office, and Sam Perlman, Loew's State, New York, saw the vaude show.

Connecticut Hartford

Al Fisher, UA exploitation representative, worked on "The Prowler" with manager Ray McNamara, Allyn. . . . Student assistant Anthony Bray, Loew-Poli Palace, enlisted in the air force. . . . Lou Brown, Poil-New England ad-publicity chief, was in discussing "Show Boat" with Lou Conen, Loew-Poli, and Fred R. Greenway, Loew-Poli Palace. . . . F. A. Brown, Altec service man, was a visitor.

Irene Vargo, Eastwood, resigned to await the stork. . . . Manager Tommy Grace, Eastwood, gave away 1,000 Roy Rogers fan photos. . . . Two executives of Amalgamated Buying and Booking Service, New Haven, are listed as officers of a new amusement corporation filing a certificate of incorporation, the State Management Corporation, New Haven. President is Lewis Ginsbury; vice-president, Rita Ginsbury; treasurer-secretary, B. W. Levy, and assistant secretary, Alice Levy.

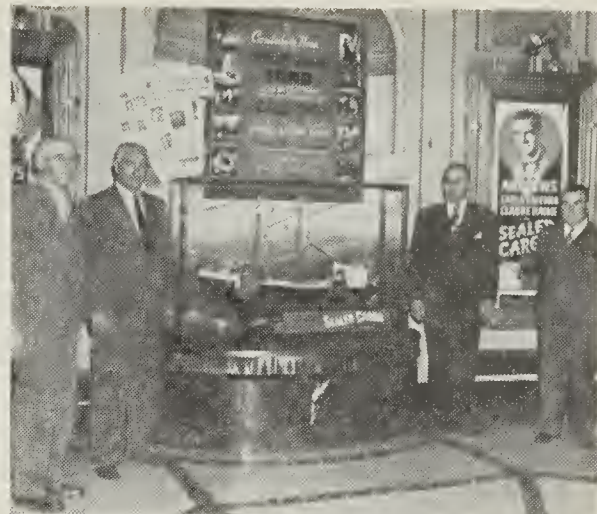
Fred Abronzino, E. M. Loew's projectionist, is expected back in August from that vacation trip to Italy.

Managing director Ted Harris, State, is enroute to Los Angeles on a six-week vacation trip.

Tony Bray, Loew-Poli Palace student assistant, enlisted in the air force. . . . Sol Karp, State assistant, was called back to active duty by the navy.

Lee Feigin, Loew-Poli Palace assistant, and his wife, Cynthia, got home from a stay in Miami Beach, Fla.

As a warm weather stunt, manager Frank McWeeney, Pine Drive-In, of-



In an effort to raise \$50,000 for the 44 survivors of the 16 Greater Boston crew members of the ill-fated Gloucester fishing trawler Gudrun, the entire New England fishing industry recently sponsored the engagement of RKO's "Sealed Cargo" at the RKO Keith Memorial, Boston. Among those cooperating in the drive were, left to right, Patrick J. McHugh, secretary, Atlantic Fisherman's Union; Lawrence Rosen, president, Federated Fishing Boats of New England and New York; Ben Domingo, New England district manager, RKO Theatres, and Thomas D. Rice, secretary, Massachusetts Fisheries Association.



Staid Bostonians were treated to some extraordinary showmanship when UA's "Fabiola" opened recently at the Astor. The "slave girls" and the "gladiator" seen above at the pool in the Boston Public Library garden took part in the elaborate campaign set up by Astor manager Al Margolian with UA's Joe Mansfield and Mori Krushen's publicity staff.

ferred ducats for closest guesses to the question, "How long will it take for a 100-pound cake of ice to melt?"

For "Sealed Cargo," Jim McCarthy, Strand, displayed a sealed box with a sign asking passersby to guess its weight.

Meriden

The Meriden increased the adult admission scale at night from 55 to 60 cents.

Middletown

The air-conditioned Middlesex had a gala reopening.

Montville

George E. Landers, division manager, E. M. Loew's Theatres, announced that Bruno Weingarten, acting manager, West Boylston Drive-In, West Boyl-

New Britain

City Alderman Francis L. Quinlan announced he would introduce a resolution calling for daily Fire Department inspection of theatres. Quinlan added he would also request the Council to drop the requirement of having policemen on duty in theatres during all performances.

Schedule Forms for PROGRAM and RUNNING TIME

—a basic Weekly aid to replace the scribbled note or tissue carbon

PROGRAM AND BURNING TIME				
NAME OF _____				
HOME NO. _____				
DATE _____				
TIME	REMARKS AND INCIDENTS	NAME	BURNING TIME	ALERT, REACTION, POWER AND POSITION
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Price: 25c per 50-sheet pad
(or 10 pads for \$2.30)

These forms are prepared for convenience in disseminating accurate information to the key members of a theatre staff so that they may answer intelligently the patron questions most frequently asked; or so that they can cue and time their show.

Daily turnover running time can be easily computed from the running times of the individual subjects that make up the bill.

One copy each week: (1) on your desk, (2) to your cashier, (3) to your doorman, (4) to your projectionist, and (5) to your head usher or floor supervisor will be sufficient to keep uniform information throughout the theatre.

Ask for SAMPLE SHEETS!
Sold ONLY to Subscribing Theatres by
EXHIBITOR BOOK SHOP
 246-48 N. Clarion Street, Philadelphia 7, Pa.

The Pine Drive-In is installing a merry-go-round.

Massachusetts

Fall River

Closing of the Center and Capitol resulted in the transfer of several projectionists. Among those affected are Barber Faris, who has gone to the Westport Drive-In from the Academy, replaced by Richard Ironfield, formerly of the Capitol. Joe Epstein goes from the Durfee to the Empire; Robert Sheldon, from the Capitol to the Durfee, replacing Adelbert Howard, Taunton, Mass.; Joe Smith, from the Center to the Empire, and James Garvey, Center, is in Oak Bluffs.

Mrs. John McGraw resumed her duties at the Durfee. . . . New on the Empire staff are Joan Lamond and Patricia O'Connor. . . . A new cooling unit has been installed at Carl Zeitz' Academy.

Groceries, clothing, and other gifts are offered every Saturday night at Norman Zalkind's Strand.

Waltham

The Embassy, William Hartnett, manager, conducts a four-week tieup with a local drug store highlighting a popularity contest for boys and girls. Votes were given at the stores and Saturday matinee performance at the theatre. A cartoon was presented as an added feature at the Saturday performances, and on the third week each boy and girl receives a "L'il Abner" book. Each Saturday program was given an advance plug at the drug store. WCOP announcer Nelson Bragg plugged the contest, and made the final major awards at the theatre. There were many prizes in each division.

Maine

Old Orchard Beach

Harry Ashton, former manager, Empire, Portland, is back this summer at the Pier to do exploitation, publicity, and radio work for the bands.

Portland

The Maine had a tiein with Libby's Baby Food Company in conjunction with "Father's Little Dividend." . . . Don Cole, former assistant, Maine, who left to join the air force, was back for a visit.

New Hampshire Concord

Governor Sherman Adams' "patchwork tax," which would have, among other things, placed a 10 per cent levy on admissions, has been doomed by an adverse ruling of the State Supreme Court to which it was submitted for a decision concerning its constitutionality. It was the unanimous opinion of the court that it did not have sufficient time before the adjournment of the legisla-

ture to probe all the aspects of each of the three tax proposals. The patchwork tax, designed to raise \$2,100,000 per year, was ruled out because "the danger of discrimination which may result from a selection of numbers of small classes which is plainly apparent in House Bill 429 cannot be disregarded." The ruling stated that although the court did not feel that it had been allowed sufficient time to give adequate consideration to the many complex angles of the ruling on taxes, it felt it owed the state at least "a tentative conclusion." The statement continued that the court found itself unable to declare the bill in question constitutional, on the basis of the information which was furnished.

The legislature killed a bill providing an appropriation for production of a film showing the work of state departments.

Dover

A free cigar was offered to every father who patronized the Starway Drive-In on Father's Day.

Keene

The Scenic announced its new summer policy. There will be no continuous Sunday performances until next fall. During the summer, there will be a matinee and two evening shows on Sundays.

Laconia

The photo of the cooking school audience, taken at the Colonial, was on display at the theatre candy counter. If a person's head was encircled in the picture, he won a portrait. . . . Aides at the Colonial appeared in evening gowns to carry out the spirit of the opera for "The Great Caruso."

In conjunction with "Follow the Sun," Colonial, a "Follow the Sun" golf tournament was held, and cups were presented to the winners on "Laconia Country Club Night."

Lebanon

The Lebanon Opera House's Wurlitzer organ was reconditioned for the Lebanon High School baccalaureate exercises.

Variety Club

New Haven, Tent 31

The buffet dinner-dance at the Colony Beach Club was a success with nearly 100 attending. With delicious food, good music, and a nice turnout, the committee was commended. Sam Wasserman, chairman, also announced the winners of the door prizes. Assisting Wasserman were Henry Germaine, Sam Germaine, Rudy Frank, Harry F. Shaw, Lou Brown, Ray Wylie, and Barney Pitkin.

Members were pleased to see that Herman M. Levy, Chief Barker, was named a member of the international fixers committee of the Variety Clubs International.

NEWS OF THE

Territory

New York City

Crosstown

Refrigerator packing case, some green paint, and a little imagination were the materials that manager Jack L. Holder used to sell RKO's "The Thing" when it played the Alpine. After painting the crate, and covering it with advertising material, Holder fixed up a peephole with a picture of "The Thing" inside and an invitation to take a look.

Paul Crane, traffic manager, Loew's International, celebrated the 29th anniversary of his career with the Loew organization.

In honor of the 25th anniversary of modern talking pictures, the Strand and its name changed to the Warner for its reopening this week. The new Warner is named after the late Sam Warner.

Five hundred home office employees of 20th Century-Fox found themselves participating in a preview of the giant Fruehauf trailer-truck which will house the traveling display material touring nationally on behalf of Darryl F. Zanuck's Technicolor "David and Bathsheba." The display within the truck includes spectacular costumes worn by Gregory Peck and Susan Hayward, giant color blow-ups, in addition to war implements and jewelry used in the picture. A screen within the truck presents a continuous Technicolor sound trailer for visiting sightseers. Talun started his tour across the nation with Blake McVeigh handling advance publicity and Leo Pilot doing the on-the-spot chores.

Bert Friedlob, independent producer releasing through 20th Century-Fox, arrived bringing with him a print of "A Millionaire for Christy." Friedlob was accompanied by Bill Blowitz.

Celebrities launched the "Show Boat" replica MGM is sending on tour in advance of, and tied in with, openings of the picture throughout the country. The miniature "Cotton Blossom" was given a christening in front of the Hudson. Show girls in costumes appeared on the replica as well as on the stage during the ceremonies.

The starting date of the "Cyrano Oscar Derby" contest for exhibitors and United Artists' branch managers was moved forward to July 4 to coincide with the general release premiere of Stanley Kramer's "Cyrano de Bergerac" at the RKO Albee, Brooklyn. The "Derby," a key to the master sales plan for "Cyrano," is based on the unprecedented Academy Award won by Jose Ferrer. The prizes will go to the managers who create outstanding showmanship campaigns and the branch managers whose offices turn in outstanding business for the picture.



Evelyn Keyes, star of UA's "The Prowler," is greeted by Criterion managing director Charles Moss during her recent visit to New York City in behalf of the film's opening at the Criterion.

The Organization of the Motion Picture Industry of the City of New York will henceforth be the title of the public relations group operating under the name of the New York Motion Picture Industry Public Relations Committee. Decision for the use of the new designation was arrived at during a meeting chaired by Fred J. Schwartz, at which Oscar Doob, Arthur Mayer, Al Schwalberg, Jerry Pickman, Mort Blumenstock, John O'Connor, Max E. Cohen, Edward Rugoff, Si Fabian, and Lynn Farnol were present. Discussed and acted upon at the meeting were a number of public relations and audience promotion activities affecting the theatres of the area.

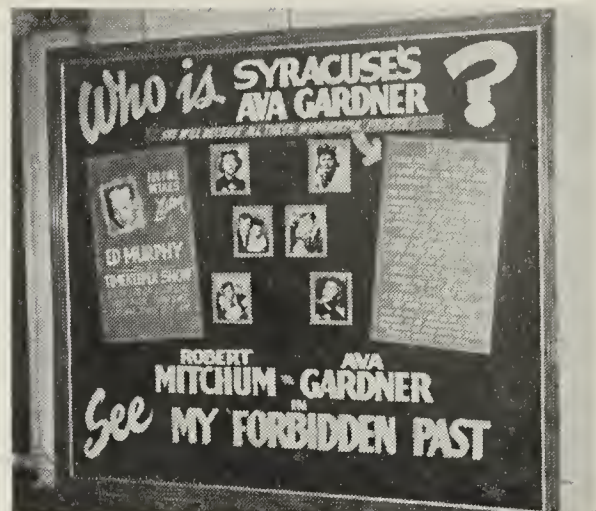
Edgar Van Blohm, manager, Paris, resigned to leave for Europe and a visit to his homeland, The Netherlands.

Charles F. O'Brien, director of industrial relations for Loew's, is the father of a son, John Davis.

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, and Jerry Pickman, director of advertising, publicity, and exploitation, returned after a one-week tour of exchange cities in connection with the "Salute to Al Schwalberg Sales Drive."

New Jersey
Asbury Park

Judge Leon Leonard reserved decision in the city of Asbury Park's



This attractive lobby display recently heralded the search for Ava Gardner's double in Syracuse, a co-op. contest arranged with merchants and WSYR for RKO's "My Forbidden Past," Keith's.

suit against Walter Reade claiming \$4,594.13 in rent for last summer at the Paramount. The suit is based on a 20-year lease signed on Aug. 21, 1949, in which Reade is granted use of the boardwalk theatre at a minimum guarantee of \$12,500, "during the war years" and \$20,000 thereafter, with the city having an option of a percentage of the gross receipts if it exceeds the minimum. Last year, Reade paid the city \$15,405.87 on the percentage basis, but the city is claiming the \$20,000 minimum, contending that the war is over, and the \$12,500 minimum is no longer applicable. Judge Leonard signed an order dropping a suit by Reade against the city, Joseph Rediker, Rediker Brothers, and the Manhattan Opera Company to enjoin them from presenting opera at Convention Hall. At the same time, the defendants dropped their counter suit against Reade seeking to prevent him from running opera at the Paramount. The suit was dismissed without prejudice, and left Reade in a position to run his own-sponsored opera shows at the Paramount.

Jack Quigley, former manager of a Morgantown, W. Va., theatre, has been named manager, St. James, Walter Reade Theatres. Quigley, who has spent 32 years in show business, has been associated with Paramount as well as Warners as a manager.

Walter Reade Theatres presented the promotional department of the city a



At a luncheon given recently to Takejiro Ohtani, Japanese film man, and party in New York, among those present were Victor Volmar, publicity director, Monogram International Corporation; Eiichi Saito, Japanese editorial writer; Lloyd Lind, Monogram manager of exchange operations; Kenneth Hirose; Ohtani; Norton V. Ritchey, president, Monogram International; Kazuo Shirai, and W. E. Osborne, Monogram.



George W. McKenna, managing director, Basil's Lafayette, Buffalo, welcomes U-I's Francis and Nancy James, "Miss Defense Bond of 1951," during their recent visit on a 35-city tour on behalf of the U. S. Treasury Defense Bond Pledge campaign and U-I's "Francis Goes to the Races," forthcoming comedy.

print of the Paramount newsreel showing the men's fashion pageant held on Father's Day.

Richard P. Morgan has been named manager, Paramount. A member of the American Bar Association, Morgan joined the legal department of Paramount 12 years ago, leaving in 1948 to take over operation of theatres in Ramsey, N. J., and Watertown, N. Y. He is the son of Oscar A. Morgan, Paramount. For the past two years, Morgan has been connected with General Television Enterprises, Inc., in Los Angeles in the production of motion pictures for television.

Burlesque is being presented at the Savoy. The house was completely refurbished for the stage shows.

Bloomfield

The Livingston Drive-In, on Route 10, west of Livingston Circle, opened. The spot is being managed by Jack Hilf.

Keyport

The Palace, once known as the Armory, was sold by Henry and Annie Vreeland to Mrs. Esther Cohen, Trenton, N. J. The new owner's husband, Irving Cohen, is an officer of the Ganshire Manufacturing Company, and this firm will convert the theatre to a factory for needlework production.

Long Branch

The Paramount gave away \$1,500 in prizes to mark its 30th birthday. The birthday gift parade was offered through a tie-in with local merchants.

New York State Albany

Warner Theatres will combine the bookkeeping and accounting department now operating the zone office in Albany with the zone office in New Haven. Charles A. Smakwitz, zone manager, said the transfer, effective on July 14, is an efficiency move, and was ordered by Harry Kalmine, general manager, Warner Theatres. Smakwitz has ar-

anged other positions for those employees affected. . . . Mike Frascella, 20th-Fox booker, resigned, and will return to his home in Buffalo. . . . James Faughnan, Jr., son of James Faughnan, contact manager, Warner Theatres, suffered lacerations and abrasions to the face and hands when he was injured in an automobile mishap. He was detained for observation at the Albany Hospital. . . . Ed Maloney, Paramount branch manager, paid a visit to New York to confer with the Brandt Circuit. . . . A new addition to the RKO staff is Mary Saroka, who replaced Marnlyn Loos, resigned. . . . Anita Light, RKO contract clerk, was vacationing. . . . A six-week series of seven amateur nights to select a winner for an audition on "Ted Mack's Original Amateur Hour" started at Proctor's, Schenectady, sponsored by a music store. The six winners will compete in the final week. Guy Graves, Fabian city manager for Schenectady, arranged the promotion. . . . Negotiations are near completion for the leasing of Harry Lamont's Lake George Drive-In by Jules Perlmutter, Fort George Drive-In and Lake, Lake George Village.

An alert attendant at the Auto-Vision Theatre, East Greenbush, was credited with a tip that led to the arrest of two 16-year-old Albany boys alleged to have stolen an automobile and engaging in a 32-day crime career which led them as far as Tuscaloosa, Ala. The attendant spotted them when they attended a show at the drive-in, and notified the state police outpost in East Greenbush, which flashed word to Albany police, whose night squad trapped them after an 80-mile-an-hour chase. —M. E. B.

Buffalo

Ester Frances McCarthy, Rocky Bluff, Pelham, daughter of Mrs. and Frank J. A. McCarthy, was married in New York to James Tracy Ronan, son of Supreme Court Justice and Mrs. John J. Ronan, Salem, Mass., in St. Vincent Ferrer Church. Mary Alice Scanlan, Belmont, Mass., was maid of honor. Immediately following the ceremony, a reception for 250 guests was held in the Hotel Pierre. The bride is an alumna of the Convent of the Sacred Heart and Manhattanville College of the Sacred Heart. She belongs to the Junior League of New York and the Longwood Cricket Club. The groom was graduated from Lawrence Mass Academy, Harvard, and the University of Virginia Law School. The bride's father is the U-I southern sales manager.

Joe Clements, Paramount manager, had as his guest, Patricia Saxton, his niece from Minneapolis. . . . Congratulations go to Joe and Pearl Sherwood, on the occasion of their 25th wedding anniversary. . . . Bernie Kranz, United Artists, was in for a conference with Dave Leff, branch manager.

Marvin Atlas, Capitol, Niagara Falls, announced that its booking and buying had been taken over by Consolidated Theatres. . . . George M. Harvey closed his Dixie, Rochester. . . . Don Whittington announced the Lincoln, Rochester, to be Winlon Corporation. . . . John J. McSweeney, Newfane, Newfane, announced his corporation name as Newfane Theatre Corporation.

The Cameo, Binghamton, has been taken over by the Meco Circuit, formerly owned by B. N. Pearlman. . . .



When WB held its recent "Look Forward" screenings, Buffalo areaites there in the usual top to bottom, left to right, order were: Ed Miller, Mrs. E. A. Keith, and Mrs. A. Franzeck; veterans Ed Howard, George Sussman, Irving Singer, and L. Sannella; V. Mancuso, Frank McCann, Irving Cohen, Dick Miller, and James Eshelman; Frank Quinlivan, George Kafouros, S. Graff, WB branch head M. Sullivan, E. Lux, H. Berinstein, R. Murphy, and P. Biferella, M. Gross, S. Balser, G. Basil, and S. Yellen.



Henri Vidal and Michele Morgan, stars, UA's "Fabiola," recently met Len Lauer, manager, Victoria, New York City, where the film had its Broadway bow.

Fred and Donald Wilson reopened their Finger Lakes Drive-In, Auburn. . . . F. W. Smith has taken over the Skyway Drive-In, Wallington, formerly owned by George Mason.

Charlie V. Martina, Martina Theatre Corporation, closed his Capitol, Oswego. . . . Harold E. Hicks announced that the booking and buying for his Valley, Little Valley, will be done by William Rosenow, Theatre Service Organization of Buffalo.

David Zackman closed his Artistic and Oakdale for the summer. . . . Schine Enterprise Corporation closed the Temple, Cortland, for the summer. . . . Warner Circuit closed the Strand, Elmira. . . . Frank H. Allen closed his Allen, Solvay.

Roy S. Davis is the new owner, Carlan, Sherman, formerly owned by Edward H. Stahlman. . . . Sidney L. Grossman has closed his Elmwood, Syracuse.

Slotnick and Canter changed the corporation name back to its original name, S and C Theatres, Inc., operating the Palace, Baldwinsville. They also changed the corporation back to original names on the following theatres: East, East Syracuse, to Slotnick and Slotnick; Strand, Marcellus, to R. C. Canter; Colonial, Skaneateles, to F.H.R.C. Theatre Enterprise, Inc.; Sodus, Sodus, to Slotnick Enterprise, Inc.; Globe, Syracuse, to S. Slotnick, and Ridge, Webster, to Crawford Enterprise, Inc.

Matt Koneczakowski's Senate is closed on Tuesday, Wednesday, and Thursday for the summer. . . . Mrs. Grams' Sylvia is closed Wednesday and Thursday for the summer.

Herbert Hoch will close his Rialto for July and August. . . . Mrs. Elizabeth Schultz, mother of Lillian Au, Clark Film, and Dorothy Harris, Republic staff, is doing well after being hospitalized for a broken hip. . . . Sara Weil, RKO booker, spent one week of her vacation in New York City. . . . Henry Dilleuth, Broadway-Lyceum owner-operator, is sporting a new car.

Felicitations go to Spencer and Francis White, United Artists, who celebrated their 27th year of wedded bliss. . . . Exhibitor and distributor friends of Bill Tishkoff are hoping for his com-

plete recovery. He operates the Central Drive-In, Greece, and has been ill for several months. Drop him a card at 49 Cutler Avenue, Rochester.

Bob Murphy, Century general manager, announced that his theatre will be the first in Buffalo to install theatre television. The equipment will be ready for reception of next fall's college football games.

—M. G.

New Rochelle

The new 1951-52 season of six orchestral concerts for young people by the Little Orchestra Society will be presented at RKO Proctor's every third Saturday morning beginning on Oct. 20, according to an announcement by Mrs. Julian Olney and William W. Howard, vice-president, RKO Theatres.

Rochester

Manager Lester Pollock, Loew's, found three Rochester Nisei and a lieutenant who participated in the actions depicted in "Go for Broke."

C. C. Young again became Schine zone manager here, taking over from Gus DePauw, Glenn Lazar continuing as city manager. . . . Ray Hite, former manager, Lake, now closed, was subbing for Schine managers on vacation.

Murray Briskin's Murray was operating on weekends. . . . Mike Mongovan, business agent, stagehands, was reelected vice-president, State Federation of Labor. . . . Projectionist Cal Bornkessel was recuperating in the Highland Hospital after an operation.

Loew's staged a hair fashion show with 20 models displaying teen-age to matron creations. . . . Regent had boys carrying life-sized figures of "Men from Mars" as a plug for "The Man From Planet X." . . . The RKO Palace dropped the radio stage show, "Your Best Bet," for the summer.

—D. R.

Schenectady

Five neighborhood houses dropped midweek performances for the summer. The Colony continues seven-day operation.

Syracuse

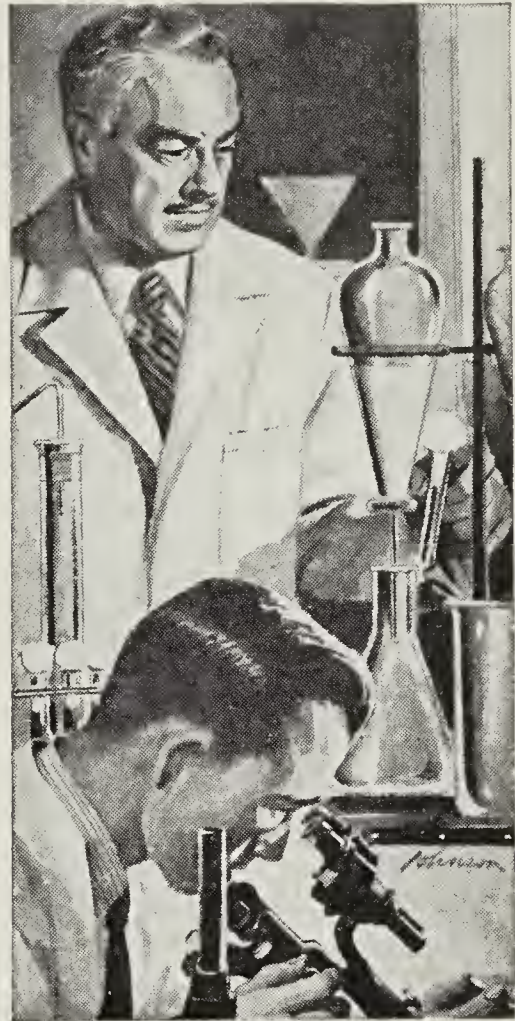
Miss Phyllis Sorkin, daughter of Mr. and Mrs. Sol Sorkin, he's the RKO-Keith's manager, was voted the prettiest girl in her class at graduation from Nottingham High School. She enters Syracuse University.

Art Canton, UA advance man, was in to help set a campaign for "Cyrano de Bergerac," RKO Keith's.

Manager Sol Sorkin, RKO Keith's, accompanied by John Kinney, chief of police, visited Onondaga County Penitentiary, and, through superintendent William G. Marsden, invited the guards and attendants to see "Behind the Walls at Folsom Prison" and also inspect the barred front put on the theatre and around the boxoffice. . . . Miss

(Continued on page NT-4)

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Lichtman To Speak At Philly Meeting

PHILADELPHIA—Al Lichtman, general sales manager, 20th-Fox, will appear at the exhibitor mass meeting on July 11 at the Broadwood.

The session, under Allied auspices, will be open to all independent theatremen. Lichtman will discuss company policies and any grievances which may be expressed.

The meeting is called for 1:30 p.m.

NEWS OF THE

Territory

Philadelphia Crosstown

Another first by Progressive Electric Construction Company, Harry Friedman and Harry Romain, was the recent TV installation at the S-W Stanley. The Progressive organization worked around the clock to get the job finished on time. The TV installation was the first in a theatre in the territory. Several years ago, the Fox had one installed for a test, but it was removed.

20th-Fox's "Take Care Of My Little Girl" was previewed at the Fox.

Stanley-Warner closed the Ogontz as of June 24. The Imperial, Second Street, which has been a weekend operation for several months, has also been closed, and the Plaza was due to close today (July 4). The Imperial, 60th Street, has been made a weekend operation. The following houses have been put on a week-to-week operation: Alhambra, Columbia, Felton, Northeastern, Parker, Richmond, and Sedgwick. A report was also circulating that the Avon had been sold, but it could not be confirmed.

The travelling truck for 20th-Fox's "David and Bathsheba" arrived on the first stop on its transcontinental tour, with Leo Pillot doing the publicity work and with "Goliath," Walter Talun, as the star attraction. The truck, handsomely furnished with items used in the picture, color stills, and a 16mm. trailer showing highlights of the Technicolor production, was parked on 13th Street in front of 20th-Fox for awhile, and then in front of the Fox, where thousands attended. Talun caused a commotion when he placed his hand on a showcase in a 13th and Vine eatery, and broke the glass. Talun, who used to be known as the Polish Angel, once wrestled in Camden, N. J. Among the appearances he made while in were with Ernie Kovacs on his WPTZ-TV "Three To Get Ready" program, on "Strictly For The Girls" at WCAU-TV with Ed McMahon, for the Community Chest at the Franklin Day Nursery, at a signing of the "Declaration of Independence" in front of the Fox, at 20th-Fox exchange, at The Daily News, and The Inquirer, on the Tom Moorhead

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Cleveland Stadium — added
proof of Berlo's greater
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show at WFIL-TV, and at the Embassy Club where he dined with The Inquirer's Frank Brookhouser.

Patricia Hitchcock, daughter of Alfred Hitchcock, director, Warners' "Strangers On A Train," was in in the interests of the film. She met the press and TV people at an informal luncheon



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at the Warwick, made a TV appearance on WCAU, and left for Boston.

George Kilpatrick, who recently sold his theatre and went to Florida to become a hotel operator, found the heat too much, and is returning to the area, selling his Florida holdings. He has a yen to get back into exhibition, and will be available within a couple of weeks.

Vine Street

About 35 friends of Harry Dressler, Paramount salesman, feted him last week at a dinner at the Ritz Carlton prior to his getting married. A good time was had by all.

Pauline Moray, Warner clerk, was on the sick list. . . . Ann Rosedale is the new Monogram telephone operator. . . . Sam Diamond, 20th-Fox branch manager, and all the salesmen attended a meeting in Boston. . . . The MGM "Show Boat" float was in town.

Nate Milgram visited his son at Keller Air Field, Mississippi. . . . John Ehrlich resigned from the Fishman-Resnick organization, and left on a Canadian vacation. . . . The stork visited the Jerry Levy's, the Columbia booker, and left a seven-pound, six-ounce baby girl, Barbara Elaine, at Jefferson Hospital. This is their second child, the other being a boy.

Harry Blumberg, Blumberg Brothers, became the proud grandfather of his first grandson when his daughter, Mrs. Dorothy Goldberg, became the mother of a six-pound, three-ounce boy at University Hospital. Irving Goldberg, the proud father, works at Blumberg Brothers.

UA exploiteer Max Miller was in Washington with Swiss producer Lazar Wechsler for a State Department meeting about "Four In A Jeep."

Mary Hurvat, secretary to Jack Greenberg at Screen Guild-Lippert, is back on the job following recent surgery. This leaves Toby Goldstein, who pinchhit during her absence, available for another post. Anyone having a position for her may contact Greenberg.

The trade was sorry to hear that "Doc" Weller, Weller, Athens, Pa., and Bandbox, Troy, Pa.; had died suddenly. A veteran in the business, he was well-known to all, and had many friends who will miss him.

Circuits Stanley-Warner

Reesa Cooper, Dan Triester's secretary, was given her second surprise shower prior to her September marriage. . . . Evelyn Postin, the billing department, left the company, and was replaced by Leonard Raboy, former pass boy. Raboy's job was taken by John Eckert, mail room. . . . Maury Passero, Classic, was in to set a deal with Ted Minsky on "Native Son."

Larry Graver, Mastbaum manager, is on vacation, Roy Robbins pinchhitting. . . . Alyse Stagg is the new replacement in the short subjects department. . . . Jeanie Dunav and Mickey Greenwald, booking department, are

Theatre TV Scores In Phila. Debut

PHILADELPHIA — The S-W Stanley joined the growing list of theatres using theatre TV on June 27 when the LaMotta-Murphy fight was televised to a capacity crowd of more than 3000 people. The theatre was jammed, with standing room all over, and thousands turned away. Scalpers were getting \$2.50 for seats which sold for \$1.25.

From all angles, the showing was a decided success, with the crowd not only enjoying it but tradesters on hand impressed with the demonstration of the possibilities of theatre TV. With S-W zone chief Ted Schlanger, Lester Krieger, A. J. Vanni, Everett Callow, and many others from the organization on hand, the showing attracted many from out-of-town, including Trans Lux executives from New York, Loew's Oscar Doob, Warner Theatres' Harry Goldberg, and others, in addition to leading exhibitors from the city, suburbs, and upstate.

Brought in from New York via cable, then sent by wire from 9th and Race to 17th and Arch, and then beamed to the Stanley by microwave, the picture ranged from fair to good, but the crowd was for it all the way. RCA executives, including top executives from Camden, N. J. attended in numbers.

Progressive Electric Construction Company, with Harry Friedman, Harry Romain, and aides on hand, were responsible for the excellent electrical work, finishing it off to perfection after getting a hurry call on June 22 when the decision to install was made. S-W's Bill Charles and crew were on the job as were the RCA, Bell Telephone, and other men who had everything shipshape when the show started at 10 p.m.

It was quite evident that as the result of the demonstration a lot of orders for theatre TV equipment were being placed.

both vacationing, the former in Miami, Fla., the latter in Wildwood, N. J. . . . U-I's Burt Hirschfeld was back in working on the advance of "The Prince Who Was A Thief," Earle.

Jack Brodsky, purchasing head, was given a surprise bachelor party at the Warwick's Mirror Room. Some 60 of his friends and co-workers, including many from New York, were gathered to give him a gala send-off prior to his wedding to Sara Galfund. The newlyweds will honeymoon in Miami, Fla., and Havana.

District of Columbia Washington

U-I's "Francis Goes To The Races" will have its world premiere at Keith's today (July 4).

Showing of "Bitter Rice" at the co-operatively owned Greenbelt, Greenbelt, Md., was cancelled because of protests led by a Catholic Action group. The film had passed the censor board, and had been shown here at the Dupont. Samuel Ashelman is manager of the cooperative organization.

Auditions begin on July 9 for Gene Ford's "Going Native," Loew's Capitol's annual talent scouting. The 12th annual edition of the show, which bears the name of the late managing director of the Capitol, Gene Ford, who inaugurated the summer event, will open on Aug. 23 under the direction of Ford's successor, Joel Margolis.

The Apex and the Atlas are now having daily matinees.

MGM—Rudy Burger, southern division manager, had a nice weekend visiting at Solomon's Island with Mr. and Mrs. Charles Stofberg. . . . Mrs. Elizabeth Spaulding, cashier's department, was on vacation. . . . Mrs. Kitty Thorne, contract clerk, visited friends in Pittsburgh over the weekend. . . . Miss Edith Muchnick, receptionist, and Miss Dove Ross, were visiting from the home office.

20TH-FOX—Mrs. Sara Young, head booker, returned after illness. . . . Mrs. Zelda Stough resigned as booking machine operator. . . . Glenn Norris, branch manager, and Marty Warshauer and Charles Krips, salsmen, attended a regional meeting. . . . David Rosenthal, Baltimore, Md., salesman, is walking around on crutches after a painful knee injury.

LIPPERT—Lippert had a camera crew shooting preliminary scenes for Rupert Hughes' "F.B.I. Girl." Phil Martin, local cameraman, was in charge of the crew.

UNITED ARTISTS—Miss Betty Nuckles is a new typist. . . . Miss Jane Herrold, office manager, spent a weekend at Danville, Va., with her brother. . . . Nat Nathanson, division manager, visited Washington.

RKO—Charles Hurley, salesman, got his new company car. . . . J. B. Brecheen, branch manager, returned from his vacation in Texas. . . . Miss Agnes Turner, branch cashier, was in Havre de Grasse, Md., as speaker at the installation banquet of the Soroptimist Club.

MONOGRAM—Miss Jeannette Adams, branch manager's secretary, went down to Virginia. . . . Miss Phyllis Folk is a new employee. She is originally from Mount Savage, Md. . . . Joe Young, salesman, is back after sickness.

PARAMOUNT—Luther Buchanan, booker, left for his vacation. . . . Jack Ryan, salesman, received a fire engine red 1951 Ford car from the company. . . . Howard Minsky, division manager, stopped in.

NSS—Mrs. Ernestine Bandel celebrated her 31st wedding anniversary. . . . George Nathan, salesman, was on a trip to the Clinch Valley.

EQUITY—Freddie Gordon resigned. Miss Shirley Shor takes over his duties. . . . Mike Mills, exploitation, was in.

REPUBLIC—Miss Doris Smith, contract clerk, had a celebration of her nuptial day. . . . David Musselman, assistant shipper, resigned. Robert Beard will take over his duties. . . . Miss Pauline Struch, inspectress, was vacationing.

U-I—Mrs. Ina Prichett, contract department, returned from a Florida vacation. . . . Jack Keegan, booker, went to upstate New York for a vacation. . . . Mrs. Rosemarie Longo, inspectress, was on her vacation. . . . In spite of the high temperatures, Miss Pauline Palmer is at every Washington ball game at home.

WARNERS—Miss Sadie Bowles, booker, and Mrs. Ethel Risdon, booker, went up to Monticello, Va., to visit Jefferson's birthplace. . . . Mrs. Rebecca Dillon, booker, was away on vacation. . . . Mrs. Jean Weinbrunner, resigned. . . . Miss Anna Hall is a new secretary in the booking department.

KAY—The office learned that E. L. Farries, manager, Schoolfield, Schoolfield, Va., is in the hospital for treatment. . . . Mrs. Mac Woodson, office manager, returned after illness.

SANDY—Fred Sandy was in New York. . . . Donald Chavin, Monogram, Pittsburgh, visited. . . . Walter Bergman is a new employee.

THEATRE ADVERTISING—Roy Cooke and his family went to Fairview Beach, Va., over the weekend.

VALLEY ENTERPRISES—Miss Hope Carroll was married to Earl Smart. . . . Mrs. Reva Luber, Sam Roth's secretary, announced the birth of two nephews.

LOEW'S—Jack Foxe, publicity director, Loew's Capitol, caught a 20-pound kingfish while fishing off Fort Lauderdale, Fla., on his vacation. . . . Mr. and Mrs. Orville Crouch, Mr. and Mrs. Jack Foxe, and Mr. and Mrs. Tom Baldridge went to Winchester, Va., to attend a reception and garden party.

WARNER THEATRES—Frank Lafalce, dirtctor of publicity, enjoyed his vacation. . . . Thomas Stetson reported the advent of a seven-pound son.

COLUMBIA—Sam Galanty, mideast division manager, was in. . . . Marty Cutner, salesman, went on a fishing trip to Florida. . . . Miss Ann Snyder left. . . . Sid Zins just completed exploitation of "The Brave Bulls" campaign.

TRANS-LUX—Vincent Iorio entertained some columnists, celebrities, Congressmen, and trade folk at a Roman

Bacchanalian Feast, complete with roast suckling pig, to get the ball rolling on "Fabiola."

Delaware Wilmington

A survey by EXHIBITOR following the first Sunday of continuous operation from 2 p.m. indicated considerably more smoothness of theatre operation with elimination of the 8 p.m. rush. The State law prevailing in other incorporated communities and previously in effect in Wilmington permits opening at noon Sunday but requires a 6-8 p.m. closing. . . . G. Earl Smith, manager, S-W Queen, was vacationing, and Edward L. Kenly, assistant manager, was pinchhitting. . . . John Rash, Jerome Daniels, and Frank Piluso were new aides, S-W Queen. . . . Leon Syfrit, formerly S-W Ritz, joined the S-W Warner, as did Jimmy Carroll. . . . Ben Shindler's Ace and the Delaware Safety Council sponsored the annual Young Timers Safety Rally at the Ace. The rally, for which tickets were free, was held primarily for children who live in the area of the theatre. G. Park Weaver, Ace, was program director. . . . The Kerry Drive-In announced its first \$1 a car night.

—HENRY L. SHOLLY

Maryland Baltimore

Joseph Smart, district manager, Loew's Theatres, was vacationing. . . . Moe Roll was elated over the 21-day break the Monroe will enjoy with "The Great Caruso." He operates the Monroe for his brother-in-law.

In town for a visit was young Jerry Adams, Washington MGM branch head. . . . His many friends were sorry to hear that Vince Dougherty, U-I salesman, is again in the hospital.

Over for a visit with the accounts were Oscar Kantor, Warners; Herb Thompson, Paramount, and Elbert Grover, RKO.

Local Varieteers held their party for the "Child in Need" campaign, and a goodly crowd was on hand to welcome National Chief Marc Wolf and Jack Beresin along with Colonel Bill McCraw. On the local scene for Variety were Chief Bill Myers, DeLuxe and Echo; Mark Silver, First Assistant Chief Barker, and Joe Grant, past Chief Barker.

It was wedding bells in New York for Walter Gettinger, Howard. The boys held a stag banquet for the lad.

Down to Solomon's Island were a couple of trade-pressers, Major Barry Fox, Washington, and the Charles Stof-

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TRADE SCREENINGS

PHILADELPHIA

PARAMOUNT (248 North 12th) July 5, 2:00, "Here Comes The Groom" (Bing Crosby, Jane Wyman, Franchot Tone).

WARNERS (230 North 13th) July 6, 2:30, "On Moonlight Bay" (Doris Day, Gordon MacRae, Jack Smith) (Technicolor).

MGM (1233 Summer) July 10, 11, "The Law and The Lady" (Greer Garson, Michael Wilding, Marjorie Main).

bergs. . . . Also down on Sunday were the 'Dolph Bergers.

District manager Joe Smart, Loew's Century, was away from his desk on vacation. . . . Manager Rodney Collier, Stanley, took his vacation. . . . George Browning has his own broadcast over WITH each Saturday morning following the news broadcast. Browning calls his show "Movie of the Week," and does a stellar job for the industry. Plugging "Strangers On a Train," Browning arranged some dandy ties with the Diamond Cab Company and drug stores.

The Nemo installed a new RCA Plastic Snowwhite screen. Another RCA screen was scheduled for installation in Morris Mechanic's New.

(Contrary to what was printed here a couple of weeks ago, the Hippodrome isn't going to be turned into anything else. The house, which has been closed, will reopen refurbished, ready to take its place as one of the city's leading places of amusement.—Ed.)

Leonardtown

Billy Lee, New, left for National Guard duty, and Carolyn Knight was pinchhitting. . . . Tom Knott, New aide, was replaced by Raymond Connelly. . . . T. L. Harrison, Jr., assistant manager, Park, Lexington Park, Md., recovered from the flu. . . . Mrs. Lee Griffin, from Chicago, is new at the Park, Lexington Park, Md. Her husband is at the Patuxent River U. S. Naval Air Station. . . . Park aide Floyd Gabby was off to Cardiac, Mich., to visit his family. . . . Mrs. Robert Long, Park, was on vacation. . . . Projectionist Joe Beck, Park, was on vacation.

Pennsylvania

Allentown

John Scully's Transit is now operating only on Saturdays and Sundays.

Lancaster

Larry Mackay, manager, Harry Chertcoff's King, was hospitalized, but was reported doing satisfactorily.

Reading

Loew's, Larry R. Levy, manager, tied in a huge replica of a "Showboat," with the blood bank display. The first 100 persons signing up to give blood for fighters in Korea received free guest tickets to "Showboat."

Under the auspices of the Embassy, Paul E. Glase, manager, and the Read-

ing-Berks Chamber of Commerce, "Whistle at Eaton Falls" was shown in the Embassy to an invitation audience of businessmen, manufacturers, and public officials.

York

Howard William Weaver, 30, local manager, died as the result of carbon monoxide poisoning. He was found in his parked automobile on a highway south of here.

Louis J. Appell, 57, head, Appell Theatrical Enterprises, operators of theatres in southeastern Pennsylvania several years ago, died at his Sinking Springs home of a heart attack. At the time of his death, he was vice-president, York National Bank and Trust Company; president, Pfaltzgraff Pottery Company, and head, Keystone Broadcasting Company, which operates WSBA. He is survived by his wife, two sons, and a daughter.

Virginia Martinsville

The Rives had an attention-getting display of two wrecked cars for "One Too Many," arranged by George Handy, manager.

Richmond

The navy recruiting station has been on the lookout for local "frogmen," who will be honored with a special screening of 20th-Fox's "The Frogmen" booked, State and Byrd. . . . Bill Attmore, RCA engineer, installed equipment in the new Hertz and Bobb's Crozet Drive-In. . . . Mrs. Sam Bendheim, Jr., wife of the general manager, Neighborhood Theatre, Inc., and her daughter, sister, and mother have been on a motor trip through Florida. . . . Exhibitors have been displaying special metal tags on their cars with the following slogan, "Let's Go To A Movie." These tags were handed out to all who attended the recent convention of the Virginia MPTA.

George Peters, Loew's manager, is vacationing on the Rappahannock. . . . "Pat" Eagan, daughter of Bob Eagan, National manager, was telling us about the 25-pound drum fish she caught out in Chesapeake Bay. . . . Pete Trent, personnel director, Neighborhood Theatre, Inc., and his family are vacationing down in Florida. . . . Bobby Hatcher, Lee manager, and his wife vacationed at Virginia Beach. . . . John Shindell, Loew's staff, vacationed at home.

—S. T.

Variety Club Tent 13, Philadelphia

Edward Emanuel, chairman, ball game committee, announced that the best box seats for the annual "Johnny Night" on Aug. 3 at Shibe Park, which will see a regular league game between the Athletics and the Cleveland Indians plus a flock of added attractions, including the popular models' softball game, are going fast. The seats are being sold now in units of 24 for \$5 each. The regular price is \$2.50, plus

\$2.50 cash contribution to the Heart Fund, which is tax deductible. At a recent membership meeting, thousands of seats were sold, but plenty are still available. Many members not using their entire block of tickets have instructed the committee to turn them over to the wounded veterans at the various hospitals, and arrangements will be made for transportation. Already 500 seats have been donated, with one member taking the entire St. Edmonds Home for Crippled Children. Variety's handicapped children, who will receive a wonderful summer of health and fun at the tent's camp, will appreciate subscriptions for this night of entertainment. This year's first group of handicapped children left for the camp last week. The Daily News is co-sponsor of "Johnny Night."

"The Guy Who Came Back" was screened through the courtesy of 20th-Fox.



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★ And FAITH IN OUR INDUSTRY has been shown in a substantial manner . . . by way of purchases of RCA THEATRE TELEVISION by . . .

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WARNER THEATRE	Washington
SIDNEY LUST	Washington
LLOYD WINELAND	Washington
LAUREL THEATRE	Laurel, Md.
LOEW'S, INC.	Baltimore
WARNERS	Baltimore
DURKEE CIRCUIT	Baltimore
RITZ ENTERPRISES	Baltimore
FABIAN'S NATIONAL	Richmond

★ This list is far from complete as REGARDS THOSE WHO HAVE FAITH IN OUR PICTURE INDUSTRY in the Washington-Baltimore Area . . . Watch for future announcements

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COLUMBIA

The Big Gusher (306) OUTDOOR MELODRAMA 68M

ESTIMATE: For the lower half.

CAST: Wayne Morris, Preston Foster, Dorothy Patrick, Paul E. Burns, Emmett Vogan, Eddie Parker, Fred F. Sears. Produced by Wallace MacDonald; directed by Lew Landers.

STORY: Wayne Morris and Preston Foster, oil workers, want to launch their own drilling unit, and while on a drinking spree with Dorothy Patrick, Foster purchases a piece of worthless oil land from sharper Emmett Vogan. Paul Burns, famed diviner, locates oil on the property, and Patrick arranges with Vogan to rent drilling equipment. Vogan does so, with the provision that if the new drilling enterprise doesn't strike oil in 60 days, the lease reverts to him. The group is lucky, hitting oil just within the deadline.

X-RAY: An action drama of oil workers in the southwest, this will get by in the duallers and action spots, and it has sufficient marquee strength to help it along. The screen play is by Daniel Ullman from a story by Harold R. Greene.

TIP ON BIDDING: Lower bracket.

AD LINES: "A Blazing Gusher Of Thrills"; "Wildcat Blonde Takes Over Wildcatter For All The Oil In Texas"; "Wildcat Excitement And Wildfire Love Sweep The Oil Fields."

Mask Of The Avenger (359) ADVENTURE DRAMA 83M

(Color by Technicolor)

ESTIMATE: Adventure yarn has the angles.

CAST: John Derek, Anthony Quinn, Jody Lawrance, Arnold Moss, Eugene Iglesias, Dickie LeRoy, Harry Cording, Ian Wolfe, Carlo Tricoli, David Bond, Wilton Graff. Produced by Hunt Stromberg; directed by Phil Karlson.

STORY: Revered by the people of a vital village in the defense of Italy against Austria, military governor Anthony Quinn is really plotting with the enemy. When Count Wilton Graff discovers this, he is killed and branded a traitor by Quinn. Graff's son, John Derek, returns to find he is hated. To prove Quinn a traitor, Derek pretends he believes Quinn is his friend, and Derek's sweetheart, Jody Lawrance, can't understand. Apparently crippled by a bad leg, Derek dresses as a masked avenger, using the sword of Monte Cristo, who helped found the village. Derek reveals his identity to Lawrance, little Dickie LeRoy, Eugene Iglesias, and Harry Cording. This band foils Quinn's plans. Derek sees Quinn turn over the fort to the Austrians, and tries to get word to the Italian army. Cording and Iglesias are killed, and Lawrance captured. Quinn tells Lawrance that the Austrian fleet will land, that he is leaving the country, and that he wants her to join him. She agrees to give Derek time. When Derek and townspeople capture the fort, Derek goes after Quinn, and kills him with Lawrance's help. The fleet is sunk, and the lovers clinch.

X-RAY: In the typical swashbuckling pattern, this follows the usual formula, with Derek's name to help attract the younger element. The script concentrates on action, and there is a swift pace throughout. Fairly entertaining, this should have most appeal with the teen-agers and younger set. The screen play is by Jesse Lasky, Jr.

TIP ON BIDDING: Fair program price.

AD LINES: "Dashing, Daring John Derek As A Masked Rider"; "A Ghost Rider Using The Sword Of Monte Cristo Fights For

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SECTION TWO
Vol. 46, No. 9

JULY 4, 1951

Justice"; "John Derek In An Exciting Swashbuckling Role."

LIPPERT

G.I. Jane (5012) COMEDY WITH MUSIC 64M.

ESTIMATE: Pleasing entry for the lower half.

CAST: Jean Porter, Tom Neal, Iris Adrian, Jimmie Dodd, Jeanne Mahoney, Jimmie Lloyd, Maya Lynn, Michael Whalen, Robert Watson, Phil Arnold, Jimmie Cross, Alan Ray, Richard Moshan, Jean Coleman, Amie Bates, Olive Krushat, Jack Reitzen. Produced by Murray Lerner; directed by Reginald Le Borg.

STORY: TV producer Tom Neal, putting on a recruiting show for the WAC, receives news that he is to be drafted. He faints. At a mythical army camp he bets his sidekicks he can bring women to the post. He succeeds in doing this, despite objections from lieutenant Iris Adrian. Neal falls for Jean Porter, a studio page girl, and the soldiers and Wacs have a good time until Neal's coup is exposed, at which time he wakes up, and finds he still likes Porter.

X-RAY: Made on a modest budget, and including a lot of songs, this should fit into the lower half. Neal, Porter, and Adrian head a cast sufficient for what demands the script makes. Songs include: "Gee, I Love My G.I. Jane", "I Love Girls", "Line Up And Sign Up In The Army Corps", "Baby, I Can Wait", "You're In Business With Uncle Sam", "What's To Be Is Gonna Be", "Here Today And Gone Tomorrow", and "Nervous In The Service." The story is by Murray Lerner. The title will be an asset in some areas.

AD LINES: "Everybody's Shoutin' G.I. Love"; "She's An Armful In A Barracksful Of Ballads"; "Be Happy . . . Go Whacky."

MGM

Kind Lady (134) MELODRAMA 78M.

ESTIMATE: Suspensive meller has the angles.

CAST: Ethel Barrymore, Maurice Evans, Angela Lansbury, Keenan Wynn, Betsy Blair, John Williams, Doris Lloyd, John O'Malley, Henri Letondal, Moyna MacGill, Barry Bernard, Sally Cooper. Produced by Armand Deutsch; directed by John Sturges.

STORY: Wealthy old Londoner Ethel Barrymore shows an interest in impoverished painter Maurice Evans, who lives in

an attic with his sick wife, Betsy Blair, and baby. Evans arranges matter so that the ill Blair and baby are taken into the Barrymore home temporarily. Then Evans takes over, imprisoning Barrymore and her maid, Doris Lloyd, and bringing in his sidekicks, Keenan Wynn and Angela Lansbury. Gradually, Evans sells Barrymore's priceless possessions, but just as his scheme is about to succeed, Wynn kills Lloyd, the police close in at the proper time, and Barrymore is freed.

X-RAY: Highly theatrical, but holding interest all the way, this doesn't have much weight for the marquees but in the class spots it may have more appeal. Production, direction, and acting are properly keyed to the piece, but, while the show has merit, it isn't the type of film that makes much of a dent at most box-offices. Where the Evans personal reputation means something, this is another selling angle. The story is by Edward Chodorov.

TIP ON BIDDING: Program price.

AD LINES: "She Was A 'Kind Lady' Until A 'Kind' Man Came Along"; "The Year's Dramatic Sensation"; "Ethel Barrymore And Maurice Evans Will Hold You Breathless In 'Kind Lady'."

MONOGRAM

Casa Manana (5116) MUSICAL COMEDY DRAMA 73M.

ESTIMATE: Pleasing musical for the lower half.

CAST: Virginia Welles, Robert Clarke, Robert Karns, Tony Roux, Carol Brewster, Paul Maxey, Jean Richey, Three Rio Brothers, Eddie Le Baron and his Orchestra, Spade Cooley, Yadir Jimenez, Zarco and D'Lores, Mercer Brothers, Armando and Lita, Betty and Beverly, Olga Perez, Davis and Johnson. Produced by Lindsley Parsons; directed by Jean Yarbrough.

STORY: Virginia Welles, private secretary to ad agency executive, Robert Karns, would like to get into show business. Karns tries to persuade her that marriage would be better. Unknown to Karns, Welles enters a talent contest produced by the agency. On the night of the finals, Karns learns from Robert Clarke, would-be night club operator, that Welles has a part in the show. He rushes to the radio station, grabs the judges' slips, and falsely announces the winner to be someone else. Welles breaks with Karns, and goes to work for Clarke. Karns then gets shady vaudeville booker Paul Maxey to double cross Clarke on acts for the club's opening, and also hires Carol Brewster, torch singer, to play up to

Clarke in front of Welles. This causes Welles to leave Clarke, and return to Karns. Enroute to Las Vegas, Nev., to be wed, Karns tells Welles about the double cross. Welles gets away from him on a hoax, tells Clarke she is sorry, and dashes onto the floor to help put on an impromptu show. The acts booked into the place by Maxey get wind of the true story, and proceed to help out. Welles and Clarke clinch.

X-RAY: Specialty acts, ranging from tap dancers to comedians, keep things rolling as do Eddie Le Baron's Orchestra and Spade Cooley. The screen play is by Bill Raynor. Eight songs are heard, including "People Like You", "I Hear A Rhapsody", "Madame Will Drop Her Shawl", "Rancho Grande", and "Cielito Lindo." This will fit into the lower half.

AD LINES: "A Rhumba-Rollicking Fun Fiesta"; "The Song-Saucy Lowdown On Rhumba-Racy Night Life"; "More Hit Tunes And Madcap Dancing Than You Can Shake A Bolero At."

Yukon Manhunt (5123)

OUTDOOR
MELODRAMA
61M.

ESTIMATE: For the lower half.

CAST: Kirby Grant, Chinook, Margaret Field, Gail Davis, Paul McGuire, Rand Brooks, Nelson Leigh, John Doucette, Dick Barron. Produced by Lindsley Parsons; directed by Frank McDonald.

STORY: After series of payroll robberies at a mining camp, Canadian Mountie Kirby Grant and his dog, Chinook, are assigned to the case. He travels to the mine on the same train with the mine owner's niece, Gail Davis. While Grant is out of the car, it fills with smoke that causes the car's occupants to become unconscious. When the smoke clears, the new payroll is gone, and the messenger dead. Later, the conductor is also killed. Suspected by Grant are a young engineer, Rand Brooks, traveling with his sister, Margaret Field, John Doucette, and the armed guard, Paul McGuire. At the mine Brooks is wounded, and Grant learns that Dick Barron is the killer too late to prevent Barron from killing Brooks. Grant gets evidence proving that the mine owner, Nelson Leigh, his niece, Davis, and McGuire had been working together. Grant and Chinook catch up with the trio in the baggage car of a train. McGuire is killed, and the other two arrested. Grant returns to his post with Field.

X-RAY: With little waste motion, this entry has plenty of action. Crisp direction and okeh outdoor camera work supply a boost, and this makes an okeh lower half entry. The screen play is by Bill Raynor.

AD LINES: "See The Wonder Dog Chinook Trail A Desperate Killer"; "A Lone Mountie Battles A Gang Of Killers"; "Murder And Mystery Stalk The Wild Yukon."

PARAMOUNT

Peking Express (5024)

MELODRAMA
84½M.

ESTIMATE: Exciting meller.

CAST: Joseph Cotten, Corinne Calvet, Edmund Gwenn, Marvin Miller, Benson Fong, Soo Yong, Robert W. Lee, Gregory Gay, Victor Sen Yung, Peter Chong, Harold Fong, Eddie E. Lee. Produced by Hal B. Wallis; directed by William Dieterle.

STORY: As a train prepares to pull out of Shanghai, aboard are Joseph Cotten, United Nations doctor; Corinne Calvet, French adventuress; Edmund Gwenn, missionary; Marvin Miller, importer-exporter; Chinese newspaper reporter Benson Fong,

and a middle-aged woman, Soo Yong. Calvet and Cotten knew each other well five years back in France. Fong, seemingly a spy for the Chinese Communist government, is suspicious of Cotten. Yong is married to Miller, but they don't see eye to eye on politics. Miller attempts to kill her, but Cotten saves her. The train is stopped by soldiers, and the passengers herded off to a nearby farmhouse. Miller, leader of some guerillas and a black market medicine ring, informs Cotten that he knows his mission calls for operating on the leader of the Nationalist underground in Peking, and holds Cotten as hostage until Miller's son is returned by the Nationalists. As they wait, Miller requests Calvet to stay on with him, and save her life. When she learns that he plans to kill Cotten before the train is released, she agrees if he will spare Cotten. Yong puts in an appearance, kills Miller, and dies. Cotten, Calvet, and Gwenn escape as the train pulls out; but the soldiers led by Fong open an attack. A grenade reaches the car, but Gwenn saves the others, and brings together Cotten and Calvet. The pursuers are killed.

X-RAY: This has intrigue, a spirit of adventure, and a pace that would be even faster were it not for occasional tirades for and against communism and a discussion on east vs. west. The story is interesting, the characters perform well, and the direction and production are able, with a particularly good job done matching library footage. This should please adventure-seeking fans. The screen play is by John Meredyth Lucas, from a story by Harry Hervey.

TIP ON BIDDING: Fair program price.

AD LINES: "They Boarded The Train Marked For Intrigue And Rough Adventure"; "A Train Ride No One Will Forget"; "Thrills, Mystery, And Adventure Rode The Tracks Aboard The 'Peking Express'."

REPUBLIC

The Dakota Kid (5067)

WESTERN
60M.

ESTIMATE: Routine western.

CAST: Michael Chapin, Eilene Janssen, James Bell, Dann Norton, Margaret Field, Robert Shayne, Roy Barcroft, Mauritz Hugo, House Peters, Jr., Lee Bennett, Michael Ragan. Produced by Rudy Ralston; directed by Philip Ford.

STORY: Sheriff James Bell, being driven out of office by the tactics of Robert Shayne, sends for his nephew to help but Shayne captures him, and hires "The Dakota Kid", Dann Norton, to pose as Bell's relative. Norton acts as a spy in the sheriff's office but falls in love with school marm Margaret Field, and becomes attached to Bell's young grandson, Michael Chapin, and friend, Eilene Janssen. Chapin and Janssen know Norton's true identity but believe that he is really trying to go straight. By using the threat of hurting the two children, Shayne forces Norton to get him the map showing the route to be used to bring money needed by the ranchers to pay off Shayne. Chapin gets the map back before anyone can read it, and Norton sends Chapin and Janssen to Bell with a plan to ambush Shayne and gang. After a gun battle, the gang members are killed or captured. Norton goes back to finish his short jail sentence knowing that Field and a job with Bell will be waiting.

X-RAY: This makes a bid for the kids' trade by giving most of the footage to young Chapin and Janssen, and there is the usual amount of riding and shooting. The screen play is by William Lively.

AD LINES: "The Rough-Ridin' Kids In A Great, Excitement-Jammed Adventure"; "Things Start Happening When 'The

Dakota Kid' Uses His Gun"; "An Outlaw And Two Youngsters Trap One Of The West's Most Dangerous Gangs."

Secrets of Monte Carlo (5030)

MELODRAMA
60M.

ESTIMATE: For the lower half.

CAST: Warren Douglas, Lois Hall, June Vincent, Stephen Bekassy Robin Hughes, Otto Waldis, Charles La Torre, Philip Ahn, Isabel Randolph, Charles Lung, Sue Casey, George Renavent, Bruce Lester, George Davis, Howard Chuman. Produced by William Lackry; directed by George Blair.

STORY: Warren Douglas, while stopping over at Monte Carlo on the way to Hong Kong, meets June Vincent, and she persuades him to include her bag with his luggage not knowing that he is to be the bait for a trap to throw police off the trail when the fabulous jewels of Rajah Charles Lung and his wife, Sue Casey, are stolen by Vincent's accomplice, Stephen Bekassy, and men. An imitation necklace is planted on Douglas. By the time he is cleared, the gang gets away to Hong Kong. Douglas finds that his companions are to be Robin Hughes, insurance investigator, and his sister, Lois Hall. In Hong Kong, Hughes investigates a jewelry store run by Philip Ahn, and runs into Vincent, who has him kidnapped, and who sees a chance to double-cross her colleagues by substituting the phoney necklace for the real one. The crooks start to fight. Hughes breaks away, and arrives with the police just as Douglas and Hall turn the tables on the gang.

X-RAY: With little to do with Monte Carlo or its secrets, this is a routine meller for the lower half. The story is fairly interesting, the cast adequate, and the direction and production average. It was written by John K. Butler.

AD LINES: "They Gambled For A Million Dollars, And Lost"; "An Action-Packed Tale Of Jewel Thieves In Action"; "An International Ring Of Jewel Thieves Exposed."

20TH-FOX

Buffalo Bill (056)

ACTION DRAMA
90M.

(Color by Technicolor)
(Reissue)

ESTIMATE: Reissue is filled with selling angles.

CAST: Joel McCrea, Maureen O'Hara, Linda Darnell, Thomas Mitchell, Edgar Buchanan, Anthony Quinn, Moroni Olsen, Matt Briggs, George Lessey, Frank Orth, Frank Fenton, George Chandler, Chief Many Treaties, Sidney Blackmer, Edwin Stanley, John Dilson, Evelyn Beresford, William Haade, Merrill Rodin, Talzumbie Dupea. Produced by Harry Sherman; directed by William A. Wellman.

STORY: Joel "Buffalo Bill" McCrea saves the lives of Maureen O'Hara and her Senator father, Moroni Olsen, on the western plains. McCrea is a buffalo scout working with the soldiers following the Civil War. McCrea wins O'Hara, and they are wed. McCrea opposes the buffalo hunting sport of a group of easterners. Shortly after a baby is born to McCrea and O'Hara, he is called upon to lead soldiers to put down an Indian uprising. O'Hara threatens to leave him if he goes. After the Indians are downed, McCrea, a national hero, goes east to be honored by the President, but arrives to find his son dead, a victim of diphtheria. He refuses to be reconciled with O'Hara, and starts a campaign for fair play for the Indian. O'Hara comes back to him, and Thomas Mitchell, a journalist friend, gets the idea for McCrea

to lead a wild west show. It clicks. Years later, McCrea retires to return to the west.

X-RAY: When first reviewed in *THE SERVICESECTION* of March, 1944, it was said: "This ranks with the better pictures of the old west. Technicolor enhances the production, and no money has been spared. The clash between soldiers and Indians is aces, and the final sequences provide a sentimental touch. McCrea is ideal in the lead role. The romance never interferes with the action. This is a showman's picture." This was written by Frank Winch.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Live The Real West Again With The Greatest Hero Of All—'Buffalo Bill'"; "The Life Of One Of The West's Most Famous Heroes"; "Brought Back For Your Reenjoyment."

Jesse James (057) OUTDOOR DRAMA

106M.

(Color by Technicolor)

(Reissue)

ESTIMATE: Reissue has the angles.

CAST: Tyrone Power, Nancy Kelly, Henry Fonda, Randolph Scott, Henry Hull, Slim Summerville, J. Edward Bromberg, John Carradine, Jane Darwell, Donald Meek. Produced by Darryl F. Zanuck; directed by Henry King.

STORY: Tyrone "Jesse James" Power, incensed at the railroad's treatment, sets out on a campaign of terror. He marries Nancy Kelly but she leaves him when a child is born. This turns Power into a heartless criminal. Detective J. Edward Bromberg bribes Power's henchman, John Carradine, to arrange the capture or death of his leader. In the frame-up, Power and his brother, Henry Fonda, escape, although Power is wounded. Power and Kelly are reunited, and he decides to go straight, but Carradine murders him.

X-RAY: When first reviewed in *THE SERVICESECTION* of January, 1939, it was said: "This is boxoffice all the way. The Technicolor, action, photography, acting, cast names, and direction make it a real money bet. It is a swell job and should pay off in big profits." This was written by Nunnally Johnson.

TIP ON BIDDING: Usual reissue price.

AD LINES: "A Stellar Cast In The True Story Of Jesse James"; "Thrills, Action, Drama, In One Of The Greatest Outdoor Dramas Of All Time"; "Brought Back For Your Reenjoyment With A Cast Of Favorites."

Kentucky (150) MELODRAMA

96M.

(Color by Technicolor)

(Reissue)

ESTIMATE: Reissue has names to sell.

CAST: Loretta Young, Richard Greene, Walter Brennan, Douglas Dumbrille, Karen Morley, Moroni Olsen, Russell Hicks, Willard Robertson, Charles Waldron, George Reed, Bob Watson, Delmar Watson, Leona Roberts, Charles Lane, Charles Middleton, Harry Hayden, Robert Middlemass, Madame Sul-Te-Wan, Cliff Park, Meredith Howard, Fred Burton, Charles Trowbridge, Eddie Anderson, Stanley Andrews. Associate producer, Gene Markey; directed by David Butler.

STORY: Since 1861, there exists a feud between two prominent families of horse breeders. Yankee scion Richard Greene is forced to masquerade under an alias in order to meet the "rebel" girl, Loretta Young. Intermingled with the troubles that beset their love affair is the story of breeding Kentucky thoroughbreds and the running of the famous Kentucky Derby.

X-RAY: When first reviewed in *THE SERVICESECTION* of December, 1938, it was said: "This should be a boxoffice natural.

With Technicolor, it is a rare treat for lovers of horses, with scenic beauty, a finely turned story, performed with restrained sincerity. All in all, it is top rating." This was written by John Taintor Foote, from "The Look Of Eagles."

TIP ON BIDDING: Usual reissue price.

AD LINES: "Thrill To Kentucky—Home Of Thoroughbreds"; "See The Thrilling Kentucky Derby"; "A Great Film With A Cast Of Favorites Brought Back For Your Reenjoyment."

The Return Of Frank James (058)

OUTDOOR

MELODRAMA

92M.

(Color by Technicolor)

(Reissue)

ESTIMATE: Reissue has names to sell.

CAST: Henry Fonda, Gene Tierney, Jackie Cooper, Henry Hull, John Carradine, J. Edward Bromberg, Donald Meek, Eddie Collins, George Barbier, Russell Hicks, Ernest Whitman, Charles Tannen, Lloyd Corrigan, Victor Killian, Edward McWade, George Chandler, Irving Bacon, Frank Shannon, Barbara Pepper, Louis Mason, Stymie Beard, William Pawley, Frank Sully, Davidson Clark. Produced by Darryl F. Zanuck; directed by Fritz Lang.

STORY: When his brother is killed, Henry "Frank James" Fonda decides to let the law take care of the miscreants, but when the law sets them free, Fonda buckles on his shooting irons, and, with Jackie Cooper, goes forth. The chase leads to Colorado, where Fonda meets girl reporter Gene Tierney and detective J. Edward Bromberg. Fonda learns that his colored man back in Missouri is about to be hung as an accomplice to a crime that neither he nor Fonda committed. Fonda kills one of the Ford brothers, but conscience makes him stand trial in Missouri. He is acquitted, spies the other brother in the rear of the court, and gives chase. Cooper is killed in the ensuing struggle.

X-RAY: When first reviewed in *THE SERVICESECTION* in August, 1940, it was said: "This has Technicolor, a good cast, and the requisite amount of gunplay and pursuit to satisfy action-craving fans. A good selling job should bring okeh results." This was written by Sam Hellman.

TIP ON BIDDING: Usual reissue price.

AD LINES: "Frank James Avenges The Death Of His Brother"; "An Action-Packed, Thrill-A-Minute Western Drama"; "Brought Back For Your Reenjoyment With A Cast Of Favorites."

The Secret Of Convict Lake (123)

OUTDOOR

MELODRAMA

83M.

ESTIMATE: Good meller.

CAST: Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott, Ann Dvorak, Barbara Bates, Cyril Cusack, Richard Hylton, Helen Westcott, Jeanette Nolan, Ruth Donnelly, Harry Carter, Jack Lambert, Mary Carroll, Housley Stevenson, Charles Flynn, David Post, Max Wagner, Raymond Greenleaf, Frances Endfield, Bernard Szold, Ray Teal, Tom London. Produced by Frank P. Rosenberg; directed by Michael Gordon.

STORY: In the winter of 1871, 29 convicts escape from prison at Carson City, Nev. Twenty-three are killed or recaptured while six flee over the mountains, Glenn Ford, Zachary Scott, Jack Lambert, Cyril Cusack, Richard Hylton, and Housley Stevenson. The latter dies. The other five arrive at a settlement populated only by women, the men off prospecting for gold. Bed-ridden Ethel Barrymore permits shelter in a cabin, and has food given them. Scott, convinced that Ford has a hidden cache of \$40,000, tries to get him

to talk. Ford tells them he is innocent of the crime of robbery and murder and that he has come here to kill the man who sent him to jail, Harry Carter. One of the women, Gene Tierney, is supposed to marry Carter when he gets back. She and Ford fall in love. Meanwhile, the prospectors return just as Scott gets the money, which Tierney gives him to prevent their killing Ford. Carter and the convicts are killed. Tierney pleads with the others not to give Ford away when the sheriff arrives, and they don't. The posse returns convinced that all are dead, and Tierney and Ford clinch.

X-RAY: A well-made, suspenseful entry, this holds interest from start to finish. The story is well-plotted, the cast performs well, and the direction and production are competent. A superior outdoor melodrama, it also has names to sell to audiences that go for this type of fare. The screen play is by Oscar Saul, from a story by Anna Hunger and Jack Pollexfen.

TIP ON BIDDING: Good program price.

AD LINES: "Five Men Came Out Of A Blizzard Into A Town Of Women"; "What Was The Horrifying Secret? The Answer Can Be Found At Convict Lake"; "Thrills And Excitement."

UNITED ARTISTS

The Hoodlum

MELODRAMA

61M.

(ELC)

(Schwarz)

ESTIMATE: For the lower half.

CAST: Lawrence Tierney, Allene Roberts, Marjorie Riordan, Lisa Golm, Edward Tierney, Stuart Randall, Ann Zika, John De Simone, Tom Hubbard, Eddie Foster, O. Z. Whitehead, Richard Barron, Rudy Rama. Produced by Maurice Kosloff; directed by Max Nosseck. A Jack Schwarz production.

STORY: Lawrence Tierney, inveterate criminal, is granted his parole after an appeal made by his mother, Lisa Golm. He goes to work in the gas station of his brother, Edward Tierney, across the street from a bank. The ex-convict then plans the robbery of an armored car. While the details are being ironed out, Lawrence Tierney makes advances to Allene Roberts, his brother's fiancée, and they carry on a secret romance. After several months, she pleads to get married, but he tells her that he has no intention of getting married. Roberts, pregnant, jumps off the house roof. The day of the robbery dawns, and all goes off on schedule with the crooks making a getaway, but when the time comes to divide the loot, the others knock Tierney out, and get away. Their car is in an accident with all killed or injured. Tierney makes his way home to find his mother dying. His brother arrives, holds a gun on him, and starts walking him to the city dump to kill him, but the police arrive, and shoot the ex-convict.

X-RAY: This has moments of suspense but on the whole it will probably wind up on the lower half. The story is fairly interesting but routinely developed, the cast is average and so are the direction and production. The title might have selling points. The story and screen play were written by Sam Neuman and Nat Tanchuck.

TIP ON BIDDING: Lower bracket.

AD LINES: "He Was A Rough And Tough Criminal To Everyone But His Mother"; "He Faced The Law Defiantly"; "With A Gun In His Fist, He Stood Ready To Take On The World."

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FOREIGN

Desert Bride

DRAMA
90M.

(Hoffberg)

(French-made) (English titles)

ESTIMATE: Routine French import.

CAST: Jean Gabin, Annabella, Aimos, LeVigan, Pierre Renon, Vivian Romance. Directed by Julian DuVivier.

STORY: Jean Gabin, involved in a murder in Paris, flees to Spain, and enlists in the Spanish Foreign Legion. Enlisting also are Aimos, hungry ex-soldier, and LeVigan, a detective on Gabin's trail. The three become buddies, but Gabin eventually gets suspicious of LeVigan, and asks to be transferred to a battalion scheduled for duty in the Arabian desert. He marries Annabella, Arab dancing girl. Later, reinforcements bring up LeVigan, who attempts to woo Annabella, unaware that she is married to Gabin. Gabin plots with Annabella, who makes LeVigan confess he is a policeman out to get Gabin. Pierre Renon, hard-boiled captain, requests volunteers for outpost duty, warning that the men will probably never return. The entire battalion volunteers, and Gabin, Aimos, and LeVigan are among those picked. All but Gabin and LeVigan die, and LeVigan promises that if they get out alive he will never reveal Gabin's secret. When reinforcements arrive, the lone survivor is LeVigan, a hero.

X-RAY: This French-made film of dubious vintage may appeal to art and foreign language spots. It is a tense insight into the lives of the desperate men who join the Foreign Legion. Gabin and Pierre Renon, the ruthless captain, give good performances, and LeVigan and the others also are okeh.

AD LINES: "Life In The Foreign Legion"; "He Won The 'Desert Bride' But Lost His Life"; "Thrills On The Arabian Desert."

Interrupted Journey

MELODRAMA
80M.

(Lopert)

(English-made)

ESTIMATE: Moderate British meller.

CAST: Valerie Hobson, Richard Todd, Christine Norden, Tom Walls, Alexander Guage, Ralph Truman, Vida Hope. Produced by Anthony Havelock-Allen; directed by Daniel Birt.

STORY: Struggling author Richard Todd, decides to leave his wife, Valerie Hobson, and run away with Christine Norden. When Todd thinks he sees Norden's husband, Alexander Guage, on the train, Todd pulls the emergency cord, and returns to his home. The train then is in an accident, killing many people, including Norden, and the whole country is looking for the man who pulled the emergency cord. Railroad inspector, Tom Walls starts to investigate. Conscience-stricken, Todd tells Hobson about his attempt to run away. She forgives him, and they are about to see Walls when they hear that pulling the emergency cord had nothing to do with the accident. Ready to start a new life Todd is amazed when Walls and the police arrive to arrest him for the murder of Norden. When the murder weapon is found in Todd's pond, he runs away to prove his innocence. Convinced that Guage is the killer, he tracks him down. Guage shoots at Todd, who suddenly comes out of his trance, and realizes he had been dreaming. He tells Norden that he is going back to his wife, and she pulls the emergency cord. Todd is frightened that his dream will come true until he sees the train start off safely.

X-RAY: This is an interesting offering. The direction is deft and simple, and the

camera produces some interesting and unusual angle shots. It shapes up as a good art house entry. The screen play is by Michael Pertwee.

AD LINES: "A Thriller That Will Leave You Gasping With Excitement"; "He Was Running Away With A Beautiful Woman And Then . . . Disaster"; "Has One Of The Most Amazing Climaxes Ever Filmed."

My First Love

COMEDY DRAMA
76M.

(Leo Cohen)

(French-made) (English titles)

ESTIMATE: Routine French import.

CAST: Gerard Nery, Jacqueline Delubac, Aime Clairond, Louvigny, Jacques Famery, Guy Loriquet. Directed by Berthomeu.

STORY: Greatly attached to his beautiful widowed mother, Jacqueline Delubac, Gerard Nery is happy when the two go to spend the summer in the country with his uncle. Nery learns that their next door neighbor is his favorite novelist, worldly Aime Clairond. The two become friends. When Clairond meets Delubac, the group turns into a merry threesome, and when the trio returns to Paris, the friendship continues. One of Nery's friends talks him into having his first affair with a girl, and he finds the experience disgusting. When his friend tells Nery that his mother has been seen running around with a man, they get into a fight, and Nery is thrown out of school. Always considering his mother above such things as sex, Nery is shocked to find his mother in Clairond's bedroom. Clairond attempts to explain to him that his mother is only human, and that they love each other. Nery, very fond of Clairond is overjoyed when Delubac and Clairond decide to marry.

X-RAY: Wordy and static, this study of a boy's mother worship and lack of awareness of the power of sex never quite comes to life. Dark photography does not aid this production. The screen play is by Paul Vandenberghe.

AD LINES: "A Boy Learns That His Beautiful Mother Is Also A Woman"; "A Boy Learns About Love The Way The French Teach It"; "A Sly Sexy French Film."

Native Son

MELODRAMA
90M.

(Classic)

(Made in Argentina)

(English dialogue)

ESTIMATE: Racial meller may have appeal for art, class spots.

CAST: Jean Wallace, Richard Wright, Nicholas Joy, Gloria Madison, Charles Cane, George Rigaud, George Green, Willa Pearl Curtiss, Jean Michael, Don Dean. Produced by James Prades; directed by Pierre Chenal.

STORY: Always frustrated because he is a Negro, Richard Wright hopes that his new job as chauffeur for a rich Chicago family will change his luck. However, he has to drive his employer's beautiful daughter, Jean Wallace, and her boy friend. By the time Wright takes her home, she is very drunk, and she makes him help her to her room. When Wallace's blind mother enters the room, Wright becomes terrified, and accidentally smothers Wallace. He then takes the body, and burns it in the furnace. To throw off the police, Wright sends a ransom note to make it look like a kidnapping. However, when the body is found, Wright runs away, and takes his girl, Gloria Madison, and hides in an old tenement. When Madison goes out to buy something, a stool-pigeon sends for the police. Wright is captured. No one seems to know where Madison is, but a snooping reporter finds her body. Wright admits he killed her. Crushed when he learns that

she hadn't turned him in, Wright goes to the chair.

X-RAY: Lacking the drive and force of the novel and the play, this turns out to be a rather weak melodrama. Wright, a better novelist than an actor, turns in an adequate performance, but the rest of the cast seem more like amateurs. This entry may do well in Negro sections, but will need a lot of push in other areas. Song heard is "The Dreaming Kind." The screen play is by Pierre Chenal and Richard Wright.

AD LINES: "Richard Wright's Best Selling Novel Now Made Into A Thrilling Film"; "A Powerful Racial Melodrama"; "Fear Motivated His Crime!"

Song of Dolores

MELODRAMA MUSICAL
85M.

(Lux Film)

(Spanish-made) (English titles)

ESTIMATE: Okeh offering for the Spanish houses.

CAST: Imperio Argentina, Enrique Diosdado, Manolito Diaz, Ricardo Canales, Lillian Vallman, Amadeo Novoa. Produced by Ricardo Nunez; directed by Benito Perojo.

STORY: Innkeeper Ricardo Canales finds Imperio Argentina wandering around in the rain, and takes her into his inn. Canales asks Argentina to help him and his young daughter, Lillian Vallman. Argentina is happy, but she hears a song, and prepares to leave. She then tells Canales her story. She had worked in a tavern, and believed the story of Enrique Diosdado when he said that he would marry her. When she spurned his attentions, he made up a ballad to defame her. The drunken Diosdado then attempted to attack Argentina, but a young seminarian, Manolito Diaz, came to her aid, and killed Diosdado, for which he was sentenced to life imprisonment. Having told her story, Argentina agrees to marry Canales. She is fairly happy until she sees the town bully, Diosdado's twin brother. Matters are complicated when Diaz, released from prison, also shows up. Argentina admits that she loves Diaz, but she does not wish to hurt Canales. Before Diosdado's twin can do any harm, he is killed. Argentina sends Diaz away, and returns to her husband.

X-RAY: With the highly emotional and dramatic scenes typical of Spanish films, this will best fit into houses that specialize in the Latin-American product. Argentina handles herself nicely, and also does a good job with the few native songs she sings. The camera work is often on the dark side. The screen play is by Francesco Madrid.

AD LINES: "Why Should A Song Ruin A Beautiful Woman's Life?"; "She Yielded To The Call Of Love, And Brought Ruin To Many"; "Her's Was A Song That Breeded Violence . . . Death . . . And Passion."

The Shorts Parade

TWO REEL

Comedy

NEWLYWEDS' EASY PAYMENTS. RKO—Comedy Specials. 15m. Newlywed Suzi Crandall is angry when her husband, Robert Neil, tells her they can't afford a new car. Neil takes a ride with a friend, and comes home late when the car breaks down. Ashamed to tell Crandall that the car was no good, Neil says that he was kidnapped, and fought his way out. Crandall's mother tells the police. The next day, the two escaped convicts who Neil

said stopped him, show up, and force him to drive them into the country. After many close calls, they let Neil go. Stuck for a story, Neil has to tell his wife that the car broke down, and he promises to get her a new one. **GOOD.** (13405).

Documentary

THEY FLY WITH THE FLEET. RKO—This Is America. 16m. This deals with the course of study that Naval Air Cadets are subjected to. A group is shown arriving at Pensacola, Fla., going through the classes, team sports, swimming lessons, work in the Link trainer, and, of course, plenty of night oil burning on the books. The cadet finally starts flying in a dual-control plane. When he is ready, there comes the first solo, weeks of intensive training, and gold wings. **EXCELLENT.** (13110).

ONE REEL

Color Cartoon

THE BODYGUARD. MGM—Gold Medal Reprint Cartoons. 7m. When first reviewed in *THE SERVICESECTION* of July, 1944, it was said of this Technicolor reissue: "Jerry Mouse releases a ferocious bulldog from a dog catcher's wagon, and the dog promises whenever you need me, just whistle. Pursued relentlessly by Tom Cat, Jerry is saved many times by the dog. Tom Cat devises many ways to kill the mouse but the dog is always nearby. Finally, the dog is recaptured, leaving the mouse to face the cat alone. **FAIR.**" (W-266).

FAMILY CIRCUS. Columbia—Jolly Frolics. 7m. Feeling rejected because her father only seems interested in her baby brother, five-year-old Patsy is always getting into trouble. One of things she does is to decorate the walls with drawings of her Daddy at the circus. Daddy walks in, and falls over a toy, becoming unconscious. In this condition, he sees himself and his two children on the high wire at the circus. He saves the baby when it starts to fall, but makes no attempt to help the falling Patsy. Daddy comes to, and realizes that he must share his affections equally between the two children. This is a serious attempt to bring an important problem to the fore, and should be a must for all parents. **EXCELLENT.** (3503).

SIoux ME. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in *THE SERVICESECTION* of October, 1939, it was said of this Technicolor reissue: "This tells of the great drought and the medicine man bringing its end by using the palface's rain pills. **GOOD.**" (7312).

STAGE FRIGHT. Warners—Blue Ribbon Hit Parades. 7m. When first reviewed in *THE SERVICESECTION* of October, 1940, it was said of this Technicolor reissue: "Two dogs want a bone, and chase one another into a theatre where between a pugnacious pigeon and a seal in a tank they have plenty of trouble. The expressions of the various animals are especially good. **GOOD.**" (7311).

THE TEDDY BEARS IN TALL TIMBER. 20th Century-Fox—Terrytoons. 7m. Lazy, slow-witted papa bear is "aided" in bringing in the kindling for his wife by his two sons. What happens to him shouldn't happen. In fact it is not only implausible but well nigh impossible. The windup has mama bear rewarding her angel children, whom she thinks did all the work, and then beating up the old man. **FAIR.** (5116).

TOMORROW WE DIET. RKO—Walt Disney Productions. 7m. Chubby Goofy walks past the mirror, and his reflection calls him fat. Goofy tries to prove that he still is the athlete of his youth, but only succeeds in tearing his trousers. With

his reflection supervising, Goofy goes through a series of strenuous exercises, but they decide that his trouble is over-eating so Goofy tries desperately to control his appetite. He finally sleep-walks to the icebox only to find it empty, and sees his image in the mirror gorging the food. Entertaining, this is one of the better series attempts. **EXCELLENT.** (14116).

WHO'S COOKING WHO. U-I—Walter Lantz Cartunes Reissues. 7m. When this was reviewed in *THE SERVICESECTION* in July, 1946, it was said: "Woody Woodpecker reads a book about ants saving food for the winter while the grasshopper played in the sun, and starves in the cold. He says that's the bunk, and goes to sleep. He wakes up in mid-winter, and has to use trickery to get the wolf into his house, where it turns into a battle of who's cooking who only to end when Woody wakes up, and finds it was all a dream. **EXCELLENT.**" (6330).

Novelty

CARD SHARP. RKO—Screenliners. 9m. A civilian enters into a poker game with three soldiers, and quickly wins all the chips. The man then introduces himself as Floyd Moss, who has written a book about cheating at cards. Moss then shows the boys the different ways the crooked player can cheat. The soldiers walk away wiser. **GOOD.** (14211).

HOLLYWOOD AWARDS. Columbia—Screen Snapshots. 9½m. With producer Ralph Staub handling the microphone, this offering takes the viewer to the annual Photoplay magazine Gold Medal Awards dinner. Loretta Young, John Derek, Farley Granger, and David Wayne are heard from, and Ronald Reagan, toastmaster, is seen giving the awards to the winners including John Wayne, Broderick Crawford, Gregory Peck and Robert Rossen. **GOOD.** (3858).

THE WORLD OF KIDS. Warners—Vita-phone Novelties. 10m. Using the format of a newsreel, this shows youngsters engaging in all sorts of activities. The tiny Tarzans are shown at bowling, golfing, boxing, baseball, diving, auto racing, and bronco busting. A hidden camera captures the reactions of an audience of children watching their first Punch and Judy show and while taking their first haircuts. **GOOD.** (7607).

Sports

FUTURE MAJOR LEAGUERS. Columbia—World Of Sports. 11m. With Bill Stern handling the narration, this shows how the New York Giants are organized to develop future diamond stars. With famed Carl Hubbell heading a competent staff, the Giants hold training sessions in Sanford, Fla. The youngsters are shown being given expert instruction in such things as fielding, bunting, and sliding. **GOOD.** (3808).

LAKE TEXOMA. RKO—Sportscopes. 8m. When the army built a flood control project on the Red River, in Texas, it also created the fourth largest man-made lake in the world, Lake Texoma. Texans turned it into a paradise for fishermen, hunters, swimmers, and boaters. This winds up with an old-fashioned square dance in the evening. **GOOD.** (14311).

Color Travel

GREECE. Republic—This World Of Ours. 9m. A land filled with a great historical heritage and a colorful people makes Greece an interesting subject for this Trucolor series. The viewer is shown Athens, contrasting modern houses and ancient Grecian ruins. The beautiful mountain country and villages are presented, with the inhabitants wearing the quaint costumes native to the country. Aided by the color, this is one of the better series efforts. **GOOD.** (5706).

Too Late To Classify

Features

Alice In Wonderland

FEATURE
CARTOON
75M.

(RKO)

(Disney)

(Color by Technicolor)

ESTIMATE: High rating.

CREDITS: With the voices of Ed Wynn, Richard Haydn, Sterling Holloway, Jerry Colonna, Verna Felton, Pat O'Malley, Bill Thompson, Heather Angel, and introducing Kathryn Beaumont. Directed by Clyde Geronimi, Hamilton Luske, Wilfred Jaxon; a Walt Disney production.

STORY: This combines "The Adventures Of Alice In Wonderland" and "Through The Looking Glass", both Lewis Carroll stories, with some Walt Disney touches, telling how Alice fell into a deep well, and how she met The Mad Hatter, The Caterpillar, The Cheshire Cat, The March Hare, The Queen Of Hearts, The Walrus And The Carpenter, Dee and Dum, The White Rabbit and Dodo, and others. The voice of Alice is Kathryn Beaumont, while other voices are as follows: The Mad Hatter, Ed Wynn; The Caterpillar, Richard Haydn; The Cheshire Cat, Sterling Holloway; The March Hare, Jerry Colonna; The Queen of Hearts, Verna Felton; The Walrus, The Carpenter, and Dee and Dum, Pat O'Malley; The White Rabbit and Dodo, Bill Thompson, and Alice's Sister, Heather Angel. Finally, Alice wakes up from her dream.

X-RAY: Proving once again that there is only one Walt Disney, this long-awaited feature cartoon has been preceded by a gigantic ballyhoo and a tremendous amount of merchandising tieups. As such, it is a natural for every theatre to sell but the film, while tops in the mechanical and creative line, does not appear to have the warmth of "Cinderella", "Snow White", and other Disney creations. There is no question but that there is a vast audience waiting for this, but the Disney version of the classics may come as a surprise to many who have read the stories. One comes away with a feeling that while this is tops from every angle, the overall result falls short of what may be expected by some. On the other hand, this has the tremendous buildups and tieups which will probably be the deciding factor in the selling. Songs include: "In A World Of My Own", "The Walrus And The Carpenter", "Old Father William", "All In A Golden Afternoon", "The Un-birthday Song", "I'm Late", "Very Good Advice", "Painting The Roses Red", and "Twas Brillig."

TIP ON BIDDING: Higher bracket.

AD LINES: "Now . . . For The First Time . . . The Real 'Alice In Wonderland'"; "Only The Magic Touch Of Walt Disney Can Bring The Real 'Alice In Wonderland' To The Screen"; "The Screen's Greatest Creation Since 'Cinderella'."

Strictly Dishonorable (131)

MUSICAL
COMEDY
84M.

(MGM)

ESTIMATE: Pleasing comedy has names to help.

CAST: Ezio Pinza, Janet Leigh, Millard Mitchell, Gale Robbins, Maria Palmer, Esther Minciotti, Silvio Minciotti, Arthur Franz, Sandro Giglio, Hugh Sanders, Mario Siletti. Written for the screen, produced, and directed by Melvin Frank and Norman Panama.

STORY: Ezio Pinza, famed opera singer, draws the ire of newspaper publisher Hugh Sanders when the latter's wife sings with
(Continued on page 3107)

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WHIRLWIND—70m.—Columbia	3053
WICKED CITY, THE—75m.—UA (ELC)	2994
WOMAN ON THE RUN—77m.—U-I	2950
WONDERFUL TIMES—86m.—Academy	3072
WYOMING MAIL—86m.—U-I	2950

Y

YANK IN KOREA, A—73m.—Columbia	3029
YOU CAN'T FOOL AN IRISHMAN—69m.—Bell	2931
YOUNG GUARD—134m.—Artkino	3080
YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle	
YUKON MANHUNT—61m.—Monogram	3102

Too Late to Classify

(Continued from page 3105)

Pinza, and he tells her her voice is okeh to sell fish. Sanders' newspaper starts a slander campaign against Pinza, and Mil-lard Mitchell, Pinza's publicity man, is tipped off that a woman is to be planted in his apartment. Janet Leigh, admirer of Pinza and a southern girl trying to make good in New York, is suspected, although the plant is in Pinza's apartment as a cleaning woman. Photos of Leigh and Pinza clinching are taken to expose Sanders' methods. However, Mitchell learns Pinza is innocent, and decides that Pinza must marry Leigh to offset the picture's getting into Sanders' hands. Pinza actually loves Leigh and vice versa, but when Maria Palmer, an old flame, threatens a breach

of promise suit, Pinza signs annulment papers. Eventually, thanks to Pinza's mother, Esther Minciotti, matters are straightened out, and Pinza and Leigh are reunited after she starts back home.

X-RAY: With the Pinza "South Pacific" lure as a draw and Leigh an attraction for the younger folk, this is a pleasant comedy that carries a share of entertainment but which doesn't look too heavy at the boxoffice. Pinza fits into his role nicely, and Leigh is pretty, while Mitchell contributes to the comedy. While the film packs no particular punch, it moves along at a congenial pace, and the result fits ordinary entertainment requirements. Songs heard are: "Il Ritorno De Cesare", "I'll See You In My Dreams", "Everything I Have Is Yours", and "Song Of The Golden Calf." This bears a Legion of Decency "B" rating.

TIP ON BIDDING: Fair program price.

AD LINES: "His Intentions Were 'Strictly Dishonorable' Until She Came Along"; "The Star Of 'South Pacific' Now A Great Lover In The Films"; "She Was A Southern Gal Who Knew All The Northern Answers."

THE WEARING OF THE GRIN. Warners—Merrie Melodies. 7m. Porky Pig, traveling in Ireland, takes refuge in a storm at a castle, and runs into a custodian, who looks amazingly like a leprechaun. Porky's adventures are varied and bizarre, and finally he runs off, little knowing that the custodian was actually a leprechaun. While this is something that could be booked to advantage on St. Patrick's Day, it has laughs any time. **GOOD.** (7716).

ALPHABETICAL GUIDE

To 520 Features Reviewed

Since The Aug. 30 Issue

This Index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

A

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AL JENNINGS OF OKLAHOMA—79m.—Columbia	3017
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B

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C

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D

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E

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F

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G

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H

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I

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J

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K

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L

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M

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N

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY	MAY
Santa Fe R. Scott, J. Carter, J. Courtland (Technicolor)	Roaring City H. Beaumont, R. Travis, J. Valerie	The Painted Hills Lassie, P. Kelly, G. Grey (Technicolor)	Blozing Bullets, W J. M. Brown, L. Hall, M. Healey	Appointment With Danger A. Ladd, P. Calvert, P. Stewart	Tokyo File 212 F. Marley, R. Peyton (Made in Japan)	Wells Fargo Gunmaster, W A. Lane, M. E. Kay	Follow The Sun G. Ford, A. Baxter, D. O'Keefe, J. Havoc	New Mexico L. Ayres, M. Maxwell, (Anso-color) (Allen)	Katie Did It M. Stevens, A. Blyth, C. Stevens	I Was A Communist For The F.B.I. F. Lovejoy, D. Hart
Smuggler's Gold C. Mitchell, A. Blake,	Kentucky Jubilee J. Colonna, J. Porter, J. Ellison	Go For Broke V. Johnson, W. Anderson	Cavalry Scout R. Cameron, J. Davis, A. Long (Cinecolor)	The Last Outpost R. Reagan, R. Fleming, B. Bennett (Technicolor)	Sealed Cargo D. Andrews, C. Belenda, C. Rains	In Old Amarillo R. Rogers, P. Edwards	Rowhide T. Power, S. Hayward, H. Marlowe	Try And Get Me F. Lovejoy, K. Ryan, (Stillman)	The Fat Man J. Smart, J. London, R. Hudson	Goodbye My Fancy J. Crawford, F. Lovejoy, E. Arden, R. Young
Snake River Desperadoes, W C. Starrett, S. Burnette	Pier 23 H. Beaumont, A. Savage, E. Brophy, R. Travis	Home Town Story J. Lynn, M. Reynolds, D. Crisp	According To Mrs. Hoyle S. Byington, T. Chandler, S. Chase			Million Dollar P. Edwards, P. S. Flagg	On The Riviera D. Kaye, G. Tierney, C. Calvert (Technicolor)	The First Legion C. Boyer, B. Rush (Sirk)	Smuggler's Island J. Chandler, E. Keyes, P. Friend (Technicolor)	
Her First Romance M. O'Brien, A. Martin, Jr.			Nevada Badmen, W W. Wilson, F. Knight, P. Coates			Buckaroo Sheriff Of Texas, W M. Chapin, E. Janssen, J. Bell		The Prowler V. Heflin, E. Keyes, (Eagle)		
The Broke Bulls M. Ferrer, Miroslava (Partly made in Mexico)						Bullfighter And The Lady R. Stack, J. Page, G. Roland (Made in Mexico)		Odette A. Neagle (English-made) (Lopert)		
When The Redskins Ride J. Hall, M. Castle (Supercinecolor)										
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorno Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brat M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Mente Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Litel (Supercinecolor)	Savage Drums Sabu, L. Baron, H. B. Warner	No Questions Asked B. Sullivan, A. Dahl, G. Murphy	Father Takes The Air R. Walburn, M. McClure, G. Gray	Trile J. Simmons, J. Hayter, K. Harrison (English-made)	Best Of The Bad Men R. Ryan, B. Cabot, J. Buetel, C. Trevor (Technicolor)	Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	Holf Angel J. Cotten, L. Young (Technicolor)	Two Gals and A Guy J. Paige, R. Alda (ELC)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart
China Corsair J. Hall, L. Ferraday, R. Randell		Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	Montono Desperado, W J. M. Brown		Gunplay, W T. Holt, J. Dixon, R. Martin		As Young As You Feel M. Woolley, T. Ritter, D. Wayne	The Man With (Italian-made) (Levey)		Strongers On A Train F. Granger, R. Roman, R. Walker
Silver Canyon G. Aulry, G. Davis, P. Buttram							Smoky My Friend Flicka Thunderhead, Son Of Flicka (Technicolor Reissues)	Fabiola M. Morgan (Levey)		
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren	G. I. Jone J. Porter, T. Neal, I. Adrian	Kind Lady E. Barrymore, M. Evans, A. Lansbury	Yukon Monhunt K. Grant, G. Davis, Chinoock	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor)	Hord, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	The Rodeo King and The Senorito R. Allen, M. E. Key, B. Ebsen	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor)	Coiro Road E. Portman (English-made) (ELC)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor)	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor)
Two Of A Kind E. O'Brien, L. Scott, A. Knox	Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore	Show Boot K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor)	Stagecoach Driver, W W. Wilson, F. Knight, G. Winters	Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Hoppy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor) (English-made)	The Dakota Kid, W M. Chapin, E. Janssen	The Frogmen R. Widmark, D. Andrews, G. Merrill	He Ron All The Way J. Garfield, S. Winters (Roberts)	Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway	On Moonlight Boy D. Day, G. MacRae, J. Smith (Technicolor)
Hurricane Island J. Hall, M. Windsor, R. Vincent (Supercinecolor)	Vorieties On Parode J. Mulchay, P. Gordon, M. Mulchay	The Law and The Lady G. Garson, M. Wilding, M. Main	Let's Go, Navy Bowery Boys		His Kind Of Woman R. Mitchum, J. Russell	Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Rocket Men", serial)	The Guy Who Come Back P. Douglas, J. Bennett, L. Darnell	Pardon My French M. Oberon, P. Henreid (ELC)	Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	
The Big Gusher W. Morris, P. Foster, D. Patrick	Lost Continent C. Romero, H. Brooke, C. Chandler	Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell					Jesse James Return Of Kentucky Buffalo Bill (Technicolor Reissues)	Cyrano De Bergerac J. Ferrer, M. Powers, W. Prince (Kramer) (Regular release)		
Mask Of The Avenger J. Derek, A. Quinn, J. Lawrence (Technicolor)										
Bonanza Town, W C. Starrett, S. Burnette										

HOLIDAYS
Sept. 3—Labor Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy
Aug.—The Highwayman—W. Hendrix, C. Coburn, P. Friend (Cinecolor)

REALART

May—Confessions Of A Model—D. Darrieux, L. Hayward, D. Fairbanks, Jr.
June—Secrets Of A Sinner—J. Bales, B. Cabot, M. Evans
June—Guerrillas Of The Underground (Paris Underground) C. Bennett, K. Kruger
Massacre In The Orient (Danger in the Pacific)—T. Bey, L. Allbritton
July—Criminals Of The Underworld (Eyes of the Underworld) L. Chaney, W. Barrie
Fighting The Racketeers (Big Town Czar)—B. MacLane, J. LaRue

MORE, BETTER, BIGGER PICTURES

...and this goes too for
Paramount Shorts



Yes, important in Paramount's answer to theatres asking Hollywood for bigger and better product, are 58 fine shorts—34 of them in color by Technicolor. Make your whole show bigger and better—with the shorts that build your programs—and business—best:

6 Kartunes

(Technicolor) Produced by Famous Studios. Musical cartoons presented with a new approach emphasizing clever stories...

8 Popeye Cartoons

(Technicolor) Produced by Famous Studios. Popeye is an American hero, an American legend, bringing fun to all America...

10 Noveltoon Cartoons

(Technicolor) Produced by Famous Studios. Little Audrey, Herman the Mouse, Hughie the Duck and many other characters.

4 Popeye Champions

(Technicolor) Produced by Famous Studios. An extra dividend for Popeye fans—giving them an encore on Popeye's all-time bests.

6 Paramount Toppers

Paramount's surprise package—a new series and a new shorts technique...

6 Casper Cartoons

(Technicolor) Produced by Famous Studios. Starring Casper, The Friendly Ghost who is a "wonderful addition to any program."
—says Film Daily

6 Paramount Pacemakers

Produced by Justin Herman. The nation's leading personalities doing a variety of things that interest the public.

12 Grantland Rice Sportlights

Produced by Jack Eaton. Undisputed leader among sports reels—and proud winner of numerous Academy Awards.

—and still booking:

"New Pioneers"

Two exciting and informative reels on Israel, the world's youngest democracy.

6 Musical Parade Featurettes

(Technicolor) Gay song-and-dance two-reelers with star names to sell them.

Paramount has always been proud of its top editorial news staff. Today it's giving you more coverage, better coverage, faster coverage...

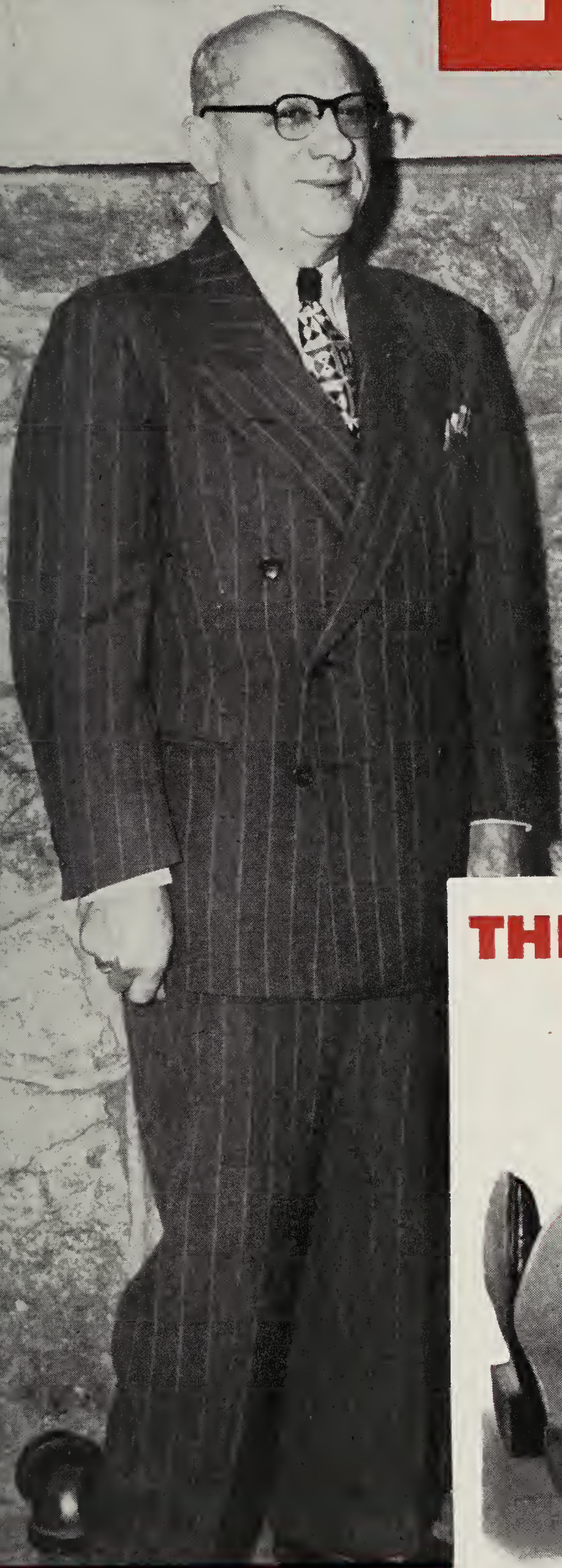
Paramount News

The Eyes and Ears of the World

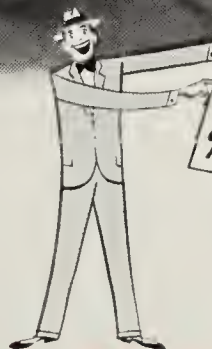
104 issues a year

(released twice each week)

EXHIBITOR



**THE HAPPIEST READING
IN THE INDUSTRY!**



*The Postman
will bring
your copy soon!*

There's No Business Like 20 Business!
CENTURY-FOX

46 Number 10
Sections: Section One

JULY 11, 1951

CLASSIFIED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring STUDIO SURVEY

THE PUBLIC TALKS

and the inspiration behind the
up-beat at box-offices is **M-G-M!**



"I saw 'GREAT
CARUSO'* three
times!"



"Want laughs and
action? See 'GO
FOR BROKE!'"



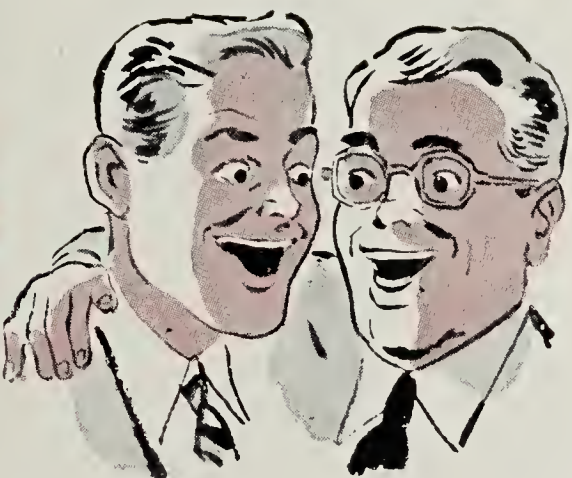
"Will you join
our party at
'SHOW BOAT'*?"



"There's a lo
new star in
'TERESA'."



ear 'LAW
ID THE LADY'
excellent."



"Get a load of
that 'STRICTLY
DISHONORABLE'."



"Let's watch for
'RICH, YOUNG
AND PRETTY'*"



"'PEOPLE AGAINST
O'HARA' is
coming soon."

THE TRADE TALKS

and "Best offerings, M-G-M"
said Allied Theatre Owners of
New Jersey at their meeting,
reported in Film Daily, June 14th

To 20

"THE THE HIM



AND NOW PASSES



PEOPLE WILL TALK

The Zanuck-Mankiewicz picture 1951 tops their "All About Eve" Starring Cary Grant and Jeanne Crain

TAKE CARE OF MY LITTLE GIRL

Color by **TECHNICOLOR**

Sorority life, U. S. A.—Starring Jeanne Crain! Dale Robertson clicks! A sensational book is now a sensational picture!

THE FROGMEN

The top-secret story of Uncle Sam's Underwater Commandos! . . . Starring Richard Widmark, Dana Andrews, Gary Merrill! Full Navy Support

Century-Fox—

STUDIO THAT PRODUCED GREATEST NUMBER OF PICTURES IN 1950!"

—The Exhibitor



THE GOOD-WILL COMPANY AMMUNITION FOR 1951!

DECISION BEFORE DAWN

(Special Engagements Only)

It's tremendous! Anatole Litvak's first since "Snake Pit"—and bigger! The motion picture achievement of the year!

MR. BELVEDERE RINGS THE BELL

It's Belvedere Laugh-Time all over the world as Clifton Webb rings up another triumph! Joanne Dru, Hugh Marlowe!

THE DESERT FOX

A great best-seller! A fabulous Legend! A true story! Out of the Great African Desert . . . comes the saga of Rommel!

DAVID AND BATHSHEBA

Color by **TECHNICOLOR**

(Special Engagements Only)

Gregory Peck and Susan Hayward in the most awaited of all motion pictures . . . backed by a billion-reader campaign!

THE SECRET OF CONVICT LAKE

Watch the smash All-West openings! Great performances by Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott!

NO HIGHWAY IN THE SKY

James Stewart and Marlene Dietrich . . . with all the suspense and adventure of Nevil Shute's powerful best-seller!

ALL THE ADVENTURE...THE EXCITEMENT.. THE SPECTACLE OF A DECADE OF GREAT WESTERNS

EVERY MAN A FIGHTER...EVERY MILE A FIGHT...
EVERY FIGHT A FURY...



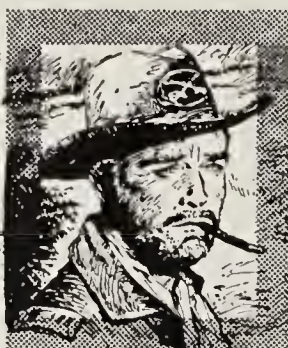
Blazing
Romance!

in one great
glory saga
of the West!



Smashing
Action!

Merciless
Violence!



LEW AYRES
as Lieutenant Hunt



MARILYN MAXWELL
as the dance-hall girl



ANDY DEVINE
as Sergeant Garrity



White Man's
Revenge!



DONALD BUKA
as Van Vechten



TED DE CORSIA
as Indian Chief Acoma



WALTER GREAZA
as Major McCoomb

NEW MEXICO

COLOR
IN
BLAZING
ANSCO
COLOR!



WOW REVIEWS!

"Excellent! Most magnificent!" —HOLLYWOOD REPORTER
"Spectacular!" —FILM DAILY
"Genuine suspense and excitement!" —BOXOFFICE
"Action, drama, romance, excellence!" —SHOWMEN'S
"Mature approach. Lots of action!" —M.P. DAILY

A GREAT
MONEYMAKER
thru
UA

BEST UA BUSINESS IN YEARS!

In Albuquerque, World Premiere,
Kimo Theatre
In El Paso, Ellanay Theatre
In Denver, Tabor • Aladdin
Webber Theatres
In Norfolk, Loew's Theatre
In engagement after engagement,
circuit after circuit, smash results
prove this is a real moneymaker
for any exhibitor anywhere!



A MIDWESTERN legislature has before it a bill which would make exhibitors indicate, in their advertising, whether a film is a second, third, or fourth-run. Sometimes the exhibitors themselves would like to know, the way some films are being released.

★

SOMETHING new in exhibitor-distributor relations emerged on the west coast, where an exhibitor arranged to have a new, patented rose named after a distribution executive as a tribute to the individual. Which probably explains why the rose is being called The Barney Rose.

★

WHEN an eastern theatreman died, the attraction playing at the house that day was "Operation Disaster".

★

THE CALM and peace of an eastern projection booth was shattered by some policemen who claimed they found four men listening to race results over a radio and also taking horse bets. As might have been expected, there was a horse opera on the screen at the time.

★

A PATRON in a midwestern theatre is reported as saying that she never realized how bad those commercials on TV feature presentations were until she came to a theatre, and saw a whole show without interruptions.

★

THEATREMEN may get some solace out of the fact that an eastern newspaper's TV editor recently devoted plenty of space denouncing those who find it "fashionable to say they haven't turned on their TV sets in months." It all has a familiar ring.

—H. M. M.

I N D E X

VOL. 46, No. 10 JULY 11, 1951

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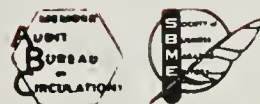
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THE COVER PHOTO

In Atlanta, Rufus Blair, right, veteran Paramount publicist, talks with H. P. "Dusty" Rhodes, general manager, Dixie Drive-In Theatres, during his recent 30-city tour to promote Paramount releases to exhibitors and leading newspapermen.

EXHIBITOR

VOL. 46, No. 10



JULY 11, 1951

Shot In The Arm

THOUSANDS of words have been written regarding the impact of theatre TV, but unless it is observed at close range the full impact of this new development on exhibition cannot be correctly judged. We say this because it was not until the Murphy-LaMotta fight was televised in Philadelphia that we began to understand what theatre TV can mean, and there were many New Yorkers in the audience who felt the same way, since New York, up to now, has not had the privilege of seeing theatre TV.

THEATRE TV presently is a shot in the arm. For the first time since grosses began to fall, exhibitors are beginning to talk excitedly. They realize, of course, that this is not movie business in the strict sense but another phase of entertainment, and although the people who packed the Stanley, Philadelphia, represented a fight crowd, and mostly male, the paying customers shelled out because the bout was something they wanted to see.

JUST as important was the fact that traffic was jammed in front of the house for the first time in months, that the thousands who couldn't get in helped swell the coffers of other downtown houses, and that exhibitors in other parts of the city reported higher grosses because the home TV viewers were deprived of the fight.

PSYCHOLOGICALLY, theatre TV breaks at a time when exhibitors are receptive toward anything which will bring back patrons to the theatre or help break them of any home viewing habits. Exhibitors know that theatre TV is expensive, that in addition to the cost of the sets there are wire charges, royalty charges, and costs for installation. They also know this doesn't take into consideration future possibility of added union expense and the distributor. Finally, the exhibitor also doesn't know how often attractions will be available to help him pay for the cost of his increased overhead as well as the equipment.

THE THEATREMAN knows all this, and will probably wonder how he can come out, but he has not yet reached the point where he has to figure this to the last penny. Exhibitors who have seen theatre TV are convinced that there is value in it. Just how much or how often, they aren't certain, but as a shot in the arm it could hardly come at a better time.

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THEY FOUGHT FOR GOLD...

GLORY...RECKLESS LOVE...

ON THE OUTLAW COAST

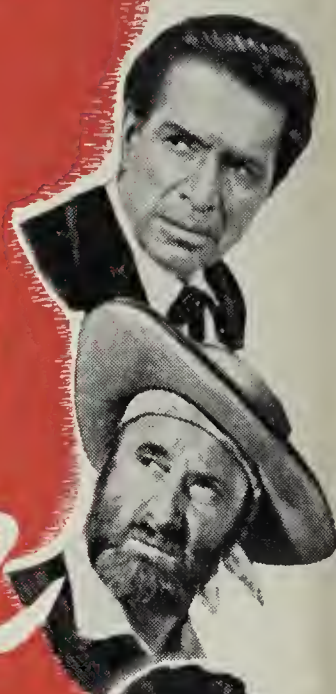
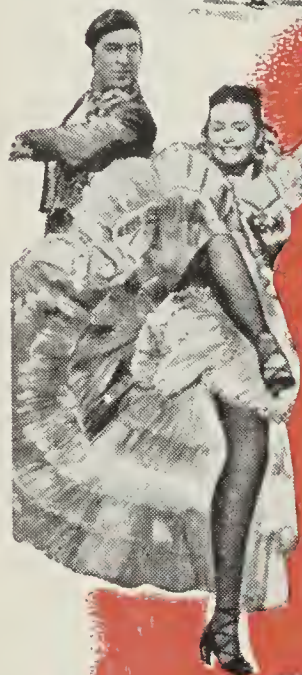
OF OLD CALIFORNIA



MARK of the RENEGADE

COLOR BY

Technicolor



Starring

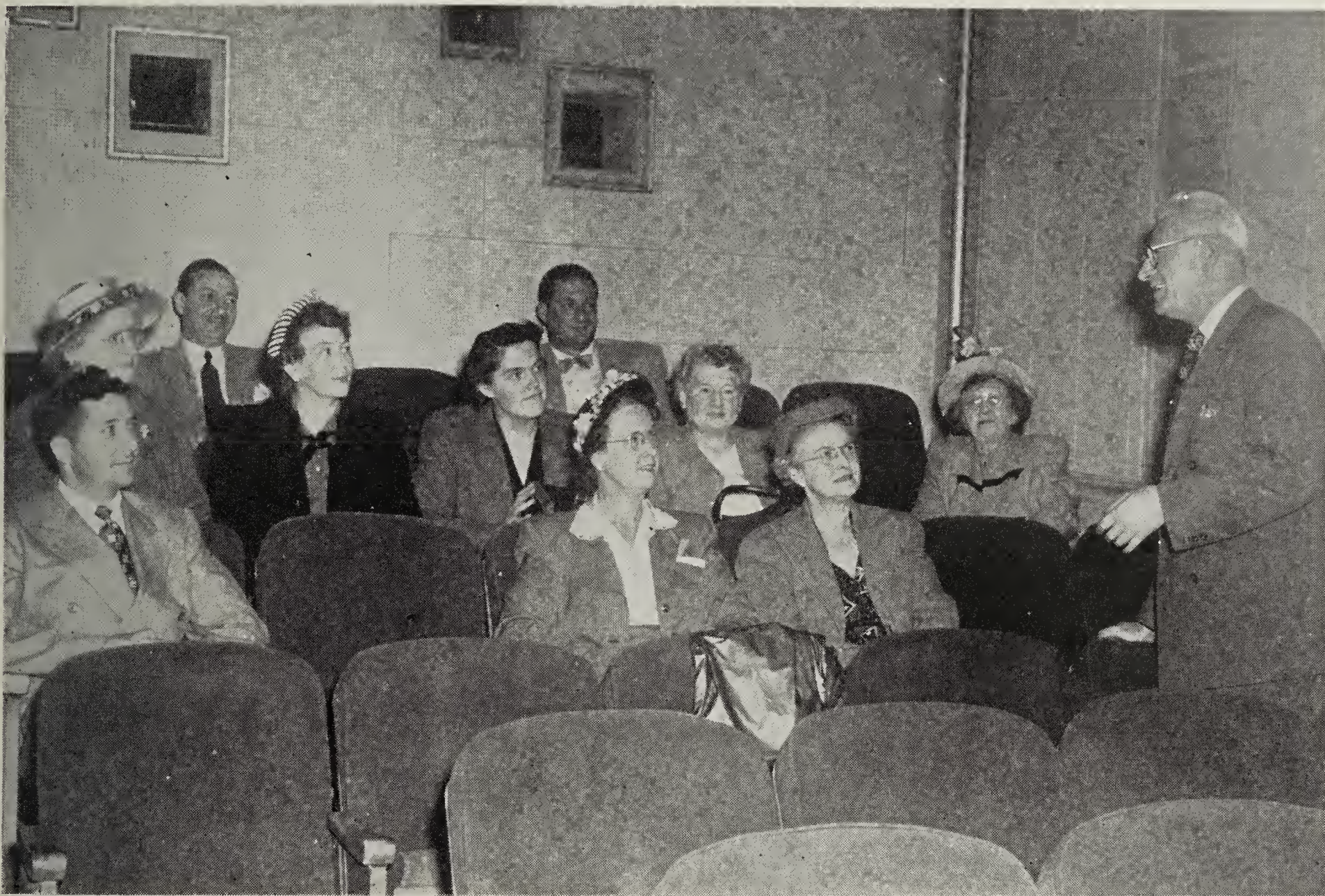
RICARDO MONTALBAN • CYD CHARISSE

with **J. CARROL NAISH • GILBERT ROLAND • ANDREA KING • GEORGE TOBIAS**

Screenplay by LOUIS SOLOMON and ROBERT HARDY ANDREWS • Directed by HUGO FREGONESE • Produced by JACK GROSS • A Universal-International Picture



U-I ... *Leading the PROFIT PARADE!*



PARAMOUNT PUBLICIST RUFUS BLAIR MEETS MOTION PICTURE COUNCIL MEMBERS AND FILM CRITICS AT A CLEVELAND SCREENING OF "ACE IN THE HOLE."

Paramount Closes The Gap

On A 30-City Tour, Rufus Blair Intensifies Pre-Release Promotion Angles

THE lapse of time between the completion of a picture and the date of release, often several months later, once represented a kind of promotional void, since advertising-publicity men felt that much of the effort expended in calling attention to a film too much in advance would be wasted.

A long overdue reform in this regard recently was carried out by Jerry Pickman, Paramount's national ad.-publicity head, when he dispatched veteran publicist Rufus Blair on an intensive eight-week field press campaign in 30 cities to tighten the promotional gap between the completion of major productions and their release. The campaign was part of Pickman's long-range merchandising plans for the company.

The overall objective of the Blair jaunt was to create, build, and maintain a steady flow of promotion until it reached its peak just as the individual films were ready to

open in key areas. As a starter, Blair worked with "Ace In The Hole," "A Place In The Sun", "That's My Boy", "Something To Live For", and "Here Comes The Groom" were slated to follow.

In each of the 30 cities, Blair worked with company field press representatives in setting up press conferences, arranging screenings, and mapping local advertising, publicity, and exploitation campaigns. He held special screenings of "Ace In The Hole" in branch projection rooms for critics and feature editors, and took with him a planned campaign of Sunday and feature stories and production art for use in the newspaper outlets. The campaign carried by Blair, a studio publicist for 16 years, illustrates the more closely knit coordination which has been instituted between the home office and the coast in correcting a promotional weakness.

Some of the stops on Blair's cross-country itinerary are depicted.



Blair expounds on forthcoming Paramount product to The Washington Evening Star's Jay Carmody, dean of capital motion picture critics.



The veteran Paramount publicist chats with newsmen in Atlanta during his trip around the country, and is seen with Paul Jones, The Atlanta Constitution; Bill Ray, The Atlanta Journal; Erie Rogers, The Atlanta Journal; Lee Rogers, The Atlanta Constitution; Fred Moon, The Journal, and Len Allen.



During his Detroit visit, Blair speaks to a press and exhibitor group that includes Al Weitschat, The Detroit News; Dick Osgood, WXYZ; Jack Theisen, The Detroit Times; Mike Simon, Paramount branch manager; Mitch Woodbury, The Toledo Blade; Alice Gorham, The Free Press, and O. Brooks.



In Toronto, Blair shows "Ace in the Hole" stills to Ken Roberts, right, MacLean-Hunter Publishing Company, and Bert Brown, Famous Players exec.



After the Cleveland screening, Blair looks on as Art Cullison, The Akron, O., Beacon-Journal, Mrs. Cullison, and A. Spaeth, The News inspect a pressbook.



Future campaigns for forthcoming releases are mapped by Ted Barker, ad.-publicity head, Loew's Theatres, Cleveland, and the touring Paramount publicist. Blair carried the intensive eight-week press campaign to 30 key spots.



In Boston, Blair shows a pressbook to Dan Messenger, The Christian Science Monitor; Helen Eager, The Boston Traveler; Bob Taylor, The Boston Herald; Mary Sullivan, The Sunday Advertiser, and Prunella Hall, The Post.

Mel Konecuff's NEW YORK

IF someone were writing a book about Hollywood and film production, he should make note of changes in the thinking of production personnel. For instance, he might tell how Russell Rouse, writer-director-producer, goes out of his way to acquire audience viewpoint and reaction.

Said Rouse the other day, "The intelligence of film audiences should not be underestimated. We have a difficult job keeping ahead of alert theatregoers. Our research into audience reaction takes us into theatre balconies, where we observe the actions and conversations of youngsters. We learn a lot from hearing them talk back to the screen."

Rouse, who co-wrote and co-directed "The Well" for Harry Popkin with Clarence Greene, as well as "DOA", believes that realism and the ability of audiences to project themselves into a screen play and believe that it can happen the way it was depicted is very important, and that therefore the story and locale are also important. Audiences have to be shown something credible. Then they're with a film all the way, he believes. One way to achieve this is to shoot as much of a film as possible on location because the realistic result is well worth the trouble and difficulty, and the cost is about the same.

"The Well", filmed mostly on location, will be released through United Artists in September as will the next three films that Rouse and Greene will make for Popkin. After major companies had seen "The Well", Rouse and Greene were offered fabulous contracts, he said, but they preferred to remain independent.

Their next film will be "The Thief", to be filmed entirely in New York starting in September. One of the purposes of his trip here is to locate possible shooting sites. Local talent will make up the cast, with the exception of one star.

REOPENING: If Broadway found itself with a little more life on its hands last week, it was due largely to the reopening of the theatre formerly known as the Strand but now the Warner. Not only was the front rebuilt and revitalized, but RCA's new instantaneous large screen television system was installed and premiered.

Since the opening ceremonies were open to the public, a huge crowd clamored for admission as workmen were putting on finishing touches. Major Albert Warner rededicated the theatre. His address was telecast exclusively to the new theatre's screen in a demonstration of how the television system worked. So were Dennis Morgan, Patricia Hitchcock (representing the cast of the film "Strangers On A Train"), comedian Danny Thomas, Ben Grauer, and RCA President Frank Folsom. Robert K. Christenberry, president, Broadway Association, presented a plaque to Warner for "a quarter century of public



KONECUFF



Delegates to the recent convention of Mississippi Theatre Owners in Biloxi, Miss., included, from left, W. J. Ilsey, Rebel, Columbia; A. Lloyd Royal, Royal Theatres, Meridian; Leon J. Bamberger, RKO sales promotion manager; Max A. Connett, Connett Circuit, Newton, and C. H. Crossley, who owns the Ritz and Royal, Laurel.

service and entertainment in the field of sound motion pictures."

World-wide radio coverage was on the program by "The Voice of America" while Martin Starr broadcast a play-by-play account locally. Newsreel cameras were also much in evidence. We, too, would like to add "Welcome back."

THE METROPOLITAN SCENE: U-I is sending out an attractive, colorful mailing piece on two of the studio's new faces who seem to be making a hit, Piper Laurie and Tony Curtis, as well as a reminder of how others once chosen as promising new faces are doing, Shelley Winters, Jeff Chandler, Howard Duff, etc. . . . Cy Seymour, formerly in the premium end of the biz, is presently with Famous Pictures. . . . The other night we went up to cover a sneak preview of U-I's "Iron Man", with Stephen McNally, Evelyn Keyes, and Jeff Chandler. It's a prize fight yarn with angles, and the audience, composed of a goodly number of women, sat visibly impressed. Chandler comes off very well. . . . RKO Theatres is pulling a cute stunt with small envelopes titled "French Pictures—For Men Only." There are four cards, each of which with one side a cheesecake shot of Corinne Calvet and on the other a plug for "On The Riviera." . . . Good pressbooks are out on "Ace In The Hole" and "Warpath." . . . We haven't seen such lines at the Paramount since the Benny Goodman and Frank Sinatra days. Dean Martin and Jerry Lewis have them standing in line

"Caruso" Breaks Music Hall Record

NEW YORK—Broadway business was highlighted this past week by MGM's "The Great Caruso" breaking the Radio City Music Hall gross record on the 60th day of the run, with the total well over \$1,200,000. The show now is heading for the all-time run leader, MGM's "Random Harvest," which has 11 weeks to its credit. The former gross record was set by "The Bells Of St. Mary's."

According to usually reliable sources reaching EXHIBITOR, the breakdown was as follows:

"STRANGERS ON A TRAIN" (WB). Warner, with reopening hoopla, but no stage show, expected the opening week to tally \$50,000.

"DEAR BRAT" (Para.). Paramount, with Lewis and Martin in person, heading the stage show, broke the all-time house record, with the opening week bound to hit sensational \$152,000.

"THE FROGMEN" (20th-Fox). Roxy, with stage show, claimed \$38,000 for Friday, Saturday, and Sunday, with the second week heading toward \$70,000.

"THE PROWLER" (UA). Criterion did \$18,000 on the second week.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, continued at a merry pace and reported \$80,000 for Thursday through Sunday, with the ninth week sure to top \$135,000.

"ACE IN THE HOLE" (Para.). Globe anticipated the second week at \$27,000.

"MASK OF THE AVENGER" (Col.). Victoria had a \$16,000 second week.

"HARD, FAST AND BEAUTIFUL" (RKO). Astor expected the second week to go to \$13,000.

"THE PRINCE WHO WAS A THIEF" (U-I). State claimed the opening week at \$18,000.

"EXCUSE MY DUST" (MGM). Capitol, with stage show, was heading toward a \$36,000 second week.

SCOTA Hits Sales To TV

HOLLYWOOD—The board of directors of SCOTA last fortnight admonished the producers "destroying present and future boxoffice dollars by selling product to television." SCOTA pointed out that the industry owes its very existence and success to the boxoffice.

around the theatre all the way to Eighth Avenue. The line is composed of oldsters as well as youngsters.



At a recent luncheon meeting in New York City, sales and advertising heads of the major film companies conferred with Colonel H. A. Cole, Allied Theatre Owners of Texas, and Robert J. O'Donnell, Interstate Circuit, Dallas, on details of the COMPO-sponsored advertising campaign by Texas exhibitors in September. The sales heads promised exclusive services of 60 Texas film salesmen for two weeks in lining up 1500 exhibitors in the drive. Cole and O'Donnell are opposite in center of the table.

HOT with **HITS** for the entire summer

PARAMOUNT

starts
your golden
boxoffice
autumn in

September

with
these

**MORE,
BETTER, BIGGER
PICTURES**



DATE	TITLE	CAST
JULY	PINE and THOMAS' Passage West COLOR BY TECHNICOLOR	JOHN PAYNE DENNIS O'KEEFE ARLEEN WHELAN
	BILLY WILDER'S Ace In The Hole	KIRK DOUGLAS JAN STERLING
AUGUST	HAL WALLIS' Peking Express	JOSEPH COTTEN CORINNE CALVET EDMUND GWENN
	HAL WALLIS' That's My Boy	DEAN MARTIN JERRY LEWIS
	NAT HOLT'S Warpath COLOR BY TECHNICOLOR	EDMOND O'BRIEN DEAN JAGGER FORREST TUCKER HARRY CAREY, Jr.
SEPTEMBER	FRANK CAPRA'S Here Comes The Groom	BING CROSBY JANE WYMAN FRANCHOT TONE ALEXIS SMITH
	GEORGE STEVENS' A Place In The Sun	MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS
	PERLBERG AND SEATON'S Rhubarb	RAY MILLAND JAN STERLING
OCTOBER	PINE and THOMAS' Crosswinds COLOR BY TECHNICOLOR	JOHN PAYNE RHONDA FLEMING FORREST TUCKER
	Darling, How Could You!	JOAN FONTAINE JOHN LUND MONA FREEMAN
NOVEMBER	GEORGE PAL'S When Worlds Collide COLOR BY TECHNICOLOR	The producer of "Destination Moon" has made this new, and startling interplanetary adventure . . .
	Submarine Command	WILLIAM HOLDEN NANCY OLSON WILLIAM BENOIX
	WILLIAM WYLER'S Detective Story *	KIRK DOUGLAS ELEANOR PARKER WILLIAM BENOIX
DECEMBER	PINE and THOMAS' Hong Kong COLOR BY TECHNICOLOR	RONALD REAGAN RHONDA FLEMING
	???Hope Comedy (TO BE TITLED BY THE PUBLIC IN BIG COAST TO COAST POLL)	BOB HOPE HEDY LAMARR

PLEASE NOTE



The Tremendous Money-Show We've Added For November:

William Wyler's "DETECTIVE STORY"

Kirk Douglas, Eleanor Parker, William Bendix

The stage play that staged the biggest thrills on Broadway for two years . . .

PLAY PARAMOUNT NEWS—it's the program builder that guarantees "the best show in town"!

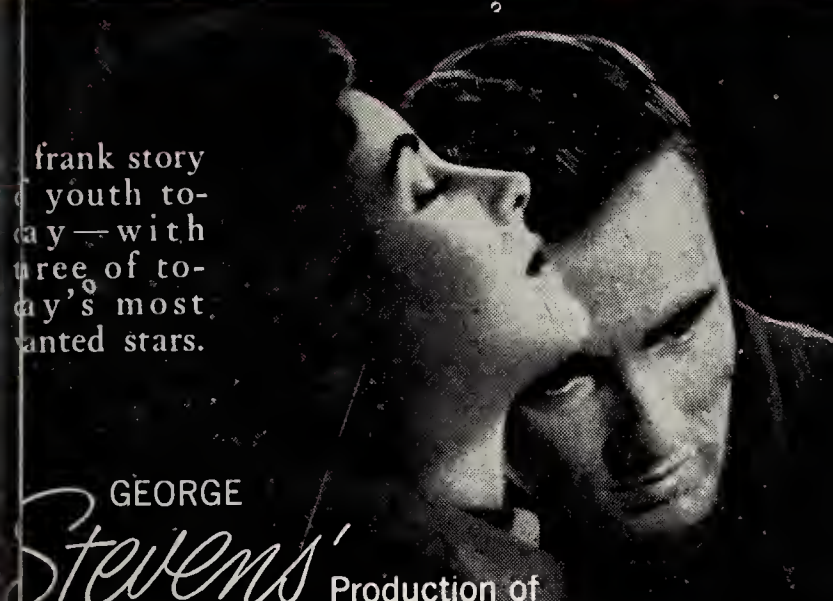


HERE COMES THE GROOM

Bing's bang-up musical romance celebrates
Paramount Week Sept. 2-8



with
ROBERT KEITH and introducing ANNA MARIA ALBERGHETTI
Produced and Directed by FRANK CAPRA • Associate Producer
IRVING ASHER • Screenplay by VIRGINIA VAN UPP, LIAM O'BRIEN
and MILES CONNOLLY Story by ROBERT RISKIN and LIAM O'BRIEN



MONTGOMERY CLIFT ELIZABETH TAYLOR SHELLEY WINTERS

frank story
of youth to-
day—with
three of to-
day's most
wanted stars.

GEORGE
Stevens' Production of
A PLACE IN THE SUN



with
KEEFE BRASSELLE • Produced and Directed by GEORGE STEVENS • Screen-
play by Michael Wilson and Harry Brown • Based on the novel, An American Tragedy, by
THEODORE DREISER and the Patrick Kearney play adapted from the novel



A PERLBERG-SEATON
Production

RHUBARB

Funniest comedy in nine
lifetimes—about a cat who
inherits \$30,000,000 and
a major league ballteam!



starring
**RAY MILLAND
JAN STERLING**

with
GENE LOCKHART and **RHUBARB**
Directed by ARTHUR LUBIN • Screenplay by
DOROTHY REID and FRANCIS COCKRELL

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"Rich, Young, And Pretty"—Good musical.

PARAMOUNT

"Here Comes The Groom"—Good Crosby.

Chicago Exhibitors File Six In Day

CHICAGO—In a single day, six theatres last week filed anti-trust suits in federal court against 12 major distributors and Balaban and Katz. A total of \$5,250,000 in treble damages are asked by the plaintiffs, all represented by attorney John F. Sullivan.

Among charges are that losses were sustained by the plaintiffs over a period of years through the "establishment in Chicago of a uniform, fixed, arbitrary, and rigid scale of clearances to which the plaintiffs' theatres were obliged to conform," and that the "defendants adopted, and maintained, the uniform system of releasing feature pictures" known as "The Chicago System of Release." Some of the plaintiffs allege they had to wait 66 days for pictures after conclusions of their runs in the Loop.

The Homan, operated by Homan Theatre, Inc., owned by Samuel Roberts, Marvin and Sylvia Lowenthal, and Leonard Strauss, is suing for \$1,080,000. The Avenue, of K and C Theatres, owned by Nathan A. Fadim and Leon A. Kaplan, asks for \$900,000. The California, owned by Samuel Roberts, Sylvia Lowenthal, Strauss, and Solomon Roberts, asks \$900,000. The White Palace, owned by Samuel Roberts, Strauss, and Sylvia Lowenthal, is suing for \$900,000. The Savoy, owned by Irving B. Barnett, Fadim, and Kaplan, asks \$690,000. Nateley Enterprises, Inc., owner, Bell, asks for \$780,000.

The Bell and California cases were assigned to Judge Igoe, the Avenue to Judge La Buy, the White Palace and the Savoy to Judge Campbell, and the Homan to Judge Sullivan.

Defendants named among the actions are Loew's, RKO, 20th Century-Fox, Paramount Pictures, Inc., Paramount Film Distributing Corporation, Warner Brothers Pictures Distributing Corporation, Columbia, Universal, United Artists, Balaban and Katz Corporation, Publix Great States Theatres, Inc., Warner Brothers Theatres, Inc., and Warner Brothers Circuit Management Corporation.

Anti-trust actions now pending in the federal courts here total 25.

In other suit developments, Federal Judge Sullivan last week ordered defendants in the Starview \$500,000 anti-trust suit to produce correspondence, contracts, and rentals, in connection with the action, dating from 1946. Major film companies and B and K, defendants in the Calo \$450,000 anti-trust suit, were directed by Federal Judge Barnes to produce correspondence relating to clearances, playing positions, and rentals in connection with the action.



General Mark Clark, shown with 20th-Fox President Spyros Skouras and Mrs. Skouras, was one of the celebrities at the recent Roxy premiere of 20th-Fox's "The Frogmen," New York City.

Suit Filed On "Alice"

NEW YORK—Walt Disney Productions and RKO filed suit last fortnight in federal court to enjoin the simultaneous showing of Lou Bunin's puppet version of "Alice In Wonderland" with the Disney cartoon feature of the same title. The Disney film is set to premiere at the Criterion on Aug. 1, and the Bunin feature on July 26 at the Mayfair. The suit, which named Souvaine Selective Pictures, Harry A. Brandt, and the Picto Corporation, distributors and exhibitors of the Bunin picture, made in France and England, charges that unless an injunction is issued, the public will be confused and deceived, and Disney will be irreparably damaged.

The Disney suit seeks to restrain the release or exhibition of the Bunin film for 18 months. A show-cause order for a preliminary injunction was to have been heard in federal court yesterday (July 10).

WB Petition Approved

CHICAGO—Federal Judge Michael Igoe last fortnight granted Warners' petition for a longer Loop run on "Captain Horatio Hornblower" but denied the same firm's petition to have a longer run on "A Streetcar Named Desire."

Curtiz Honored On Coast

HOLLYWOOD—Michael Curtiz was guest of honor last week at a silver anniversary studio luncheon given by Harry M. and Jack L. Warner to celebrate Curtiz' 25 years of continuous association with Warners.

Plans Completed For PCCITO Convention

SAN FRANCISCO—Plans were completed this week for the Pacific Coast Conference of Independent Theatre Owners' convention at Del Mar, Cal., on July 16-19.

The program calls for four business sessions, to which all exhibitors are invited, luncheons, dinners, etc., and the meet will conclude with an Aloha dinner, dancing, and entertainment.

PCCITO units are Independent Theatre Owners of Montana, Independent Theatre Owners of Northern California, Independent Theatre Owners of Oregon, Independent Theatre Owners of Utah and Southern Idaho, Independent Theatre Owners of Southern California and Arizona, and Independent Theatre Owners of Washington, Northern Idaho, and Alaska.

This Was The Week When . . .

John Derek, Columbia star, began a six-city tour in Salt Lake City on behalf of "Mask Of The Avenger." . . . 20th-Fox announced a national tieup with W. J. Voit Rubber Company on "The Frogmen", the company manufacturing rubber swim fins and face masks shown in the film. . . . 20th-Fox's "Secret Of Convict Lake" had a saturation premiere in the Seattle area.

Scott R. Dunlap completed a deal whereby he will make two pictures a year for Allied Artists. . . . 20th-Fox announced that it had found a lineal descendant of King David and Bathsheba, who will now tour the country on behalf of "David And Bathsheba." . . . Paramount's "A Salute To Al Schwalberg" sales drive got off to a flying start. . . . 20th-Fox announced a tieup with Eagle Clothes on "David And Bathsheba." . . . WB set a Harmony Quartet contest to help ballyhoo "On Moonlight Bay", open to all male amateur quartets in cities where the film will be shown, in cooperation with Columbia Records and Evans lighters.

SAG Wins TV Vote

HOLLYWOOD—Results of six elections conducted by the NLRB revealed last fortnight that the SAG had won its fight to continue to represent the players employed by Alex Films, Bing Crosby Enterprises, Cisco Kid Pictures, Jerry Fairbanks Pictures, Hal Roach Studios, and Flying Ace Pictures. The Television Authority was the other party to the election.

The result of all the voting indicated that the SAG is the official bargaining agent for players employed by producers making more than 99 per cent of all pictures in this country, including TV films.

NPA Decision Reversed

WASHINGTON—The National Production Authority's Board of Appeals last fortnight reversed an NPA denial to Concho Theatres, Inc., San Angelo, Tex., to build a drive-in, giving a new interpretation to the M-4 order, hinging upon "commencement of construction" clause. The Board of Appeals stated that this should be liberalized in connection with drive-ins to include site preparation, and granted the company permission to proceed with construction but limited the use of critical materials.

Kravitz Charges Denied

NEW YORK—A general denial of charges brought by Max Kravitz, UA secretary before the Krim-Benjamin-Fox group acquired a stock option, was filed in federal district court last fortnight by Arthur Krim, Robert Benjamin, Matthew Fox, Seymour Peyser, UA, and the Walter Heller Company.

Toronto VC Charity Clicks

TORONTO—The Variety Club last fortnight announced that it realized \$45,000 on the proceeds from a benefit basketball game in aid of the Variety Village for Crippled Boys.

IN THE LOOKOUT FOR BIG MONEY?



LOOK OUT FOR...

THE PROWLER

SOMETHING NEW
AND TERRIFIC —

Complete exhibitor low-budget
book ad campaign on a high-
angle — designed for maximum
power on a limited budget. It's getting
results with FOX WEST COAST CIRCUIT
(Business!) SALT LAKE CITY (Best UA
since '47!) PHILADELPHIA
(in Mastbaum Theatre World Premiere!)
IN (Metropolitan Theatre Best In Years!)
the dates and the dough pour in after
New York, Criterion; Cleveland, Palace;
New York, Fox; Hartford, Allyn;
Cincinnati, Palace; Buffalo,
Mount!

"It packs the dramatic wallop that
audiences long remember!" —M.P. DAILY

"Taut, exciting!" —HOLLYWOOD REPORTER

"Powerful punch!" —M.P. HERALD

"Tense!" —BOXOFFICE

"Daring!" —VARIETY



VARIETY
Heat Hits L.A. But ...
'Prowler' Smooth at

HORIZON PICTURES presents

VAN HEFLIN · EVELYN KEYES in **THE PROWLER**

an S. P. EAGLE PRODUCTION with JOHN MAXWELL · KATHERINE WARREN · EMERSON TREACY
Screenplay by HUGO BUTLER · From an original story by ROBERT THOREN and HANS WILHELM
Produced by S. P. EAGLE · Directed by JOSEPH LOSEY

LOOK TO **UA**
for your big money pix!

PEOPLE

NEW YORK—Jerry Pickman, Paramount director of advertising, publicity, and exploitation, last week added three new men to his field staff, and shifted the assignments of four others. Bob Bixler has been named to cover the Dallas and Oklahoma City territory; Ralph Buring has been assigned the Cincinnati, Pittsburgh, and Indianapolis area, and Gabe Sumner, formerly with Schine Theatres, has been appointed to cover the major circuits and independents booked out of Paramount's New York branch. All will work under Sid Mesibov, exploitation manager. Milton Hale, formerly Detroit-Cleveland special representative, has been given a roving assignment, while Art Leazenby has been shifted from Dallas to the Detroit-Cleveland post. Mike Weiss will cover Washington instead of Pittsburgh, in addition to Philadelphia, and E. G. Fitzgibbon will drop Indianapolis to concentrate on Chicago, Milwaukee, and Minneapolis.

NEW YORK—The appointment of Luis Lezama as manager, Monogram Pictures de Mexico, S.A., was announced last week by Norton V. Ritchey, president, Monogram International Corporation. Arrangements were finalized during the visit of Bernard J. Gates, Monogram's Latin-American supervisor, and Lezama has already assumed active operation in Mexico, taking over from Max Gomez, who resigned.

NEW YORK—David E. Weshner was last week appointed general sales representative by Kenneth McEldowney for "The River," for United Artists release. Weshner will work closely with William J. Heineman, UA vice-president in charge of distribution, in developing sales policy on the film, which will be road-shown on a two-a-day, reserved-seat basis.

NEW YORK—Americo Aboaf, vice-president and general sales manager, Universal International Films, distributors of Universal-International pictures, announced last week that following the resignation of Vincent Palmeri, Alfredo R. Holguin has been named general manager of the company in Mexico.

NEW YORK—Milton Silver, formerly executive assistant to the director of advertising and publicity at Republic, last week joined Souvaine Selective Pictures, Inc. According to Charles Amory, vice-president, Souvaine, Silver will operate for the present in a special capacity in the advertising and publicity department.

NEW YORK—Milton Hale, Paramount special field representative, was last week granted a leave of absence to join the Dean Martin-Jerry Lewis troupe set for personal appearances at theatres in Detroit, Chicago, and Minneapolis. Hale will serve as company manager.

NEW YORK—Jack Tobin resigned last week as general manager, Telenews Productions, to enter the TV production field on his own. He had been general manager of Telenews since 1946.

CHICAGO—Milton M. Schwartz has been named director of advertising and promotion for Ideal Pictures Corporation, it



Earl F. Cambell, left, national field director, National Safety Council, is pictured in Los Angeles as he recently presented safety awards to Mayor Fletcher Bowron, Los Angeles, and MGM shorts producer Pete Smith, right. Looking on is actress Lucille Norman. The Los Angeles police traffic bureau, currently cooperating with Smith in a short, "Pedestrian Safety," won its award for the best traffic control by a major city. Smith's production, "Wrong Way Butch," was acclaimed as the theatrical picture most advancing safety.

Allied Bulletin Discusses Theatre TV

WASHINGTON—In a bulletin last week, Allied States Association discussed recent developments in theatre TV, and declared that "only a fool would try to stay the hand of progress or to argue against success, but it is sometimes wise to consider the possible ultimate effects of any innovation, even a seemingly successful one, before committing oneself to it."

The Allied message covered the recent showing of the Murphy-LaMotta fight, as reported in a daily newspaper, and then raised the question of "what typical moviegoers, say parents, persons of refinement, and children, will think of such goings-on. Will they be willing to space their moviegoing so as to avoid these brawls, or will the theatres lose caste in their estimation?"

The bulletin suggested that on the night any fights are televised, an all-fight program be shown.

Also posed was the question of what home set owners will think when they realize that all the big events won't be shown free on TV.

Finally, it was indicated that any questions as to costs, systems, and channels are being studied by an Allied committee, Trueman T. Rembusch, chairman.

The organization also reviewed the recent approval by the film companies of the Texas promotional campaign, and said it hoped that other areas will follow Texas' lead, coordinating their efforts through COMPO.

was announced last week by A. L. Blinder, president.

NEW YORK—Charles Amory, vice-president, Souvaine Selective Pictures Corporation, announced last week the appointment of Edward Heiber as western division manager.

NEW YORK—Phil Reisman, Jr., who resigned as editorial supervisor for RKO Pathe last April, is now scripting for CBS-TV, it was revealed this week.

THEATRE TV

(EXHIBITOR starts a new regular feature, devoted to developments, observations, and other items of interest in connection with the expansion of TV in theatres. It will attempt to highlight anything which may be of value to those installing theatre TV or trying to determine future policy on the matter.—Ed.)

NEXT EVENT

The Layne-Marciano fight, televised exclusively to participating theatres on July 12.

In the Cleveland area, theatres reported signing for TV equipment are: Joe Robins' Robins, Warren, O.; Scheftel-Burger's Hippodrome, Cleveland, and Ed Prinsen's Palace, Youngstown, O.

Warners' Capitol, Madison, Wis., is due to get TV equipment as part of the national WB TV setup.

M. A. Lightman, Malco, has ordered theatre TV equipment for use in Memphis.

At the Tivoli, Chicago, when the LaMotta-Murphy bout was telecast, facilities failed during the fifth round. By the time repairs were made, the fight was over. Patrons were told there would be no refund since the broadcast was considered an added attraction.

Warner Theatres ordered 25 RCA theatre television installations. With television equipment installed now in the Warner, New York, and the Stanley, Philadelphia, the circuit ranks second in number of TV orders to United Paramount Theatres, which has five houses equipped and 22 installations on order.

At a meeting of the National Exhibitors' Theatre Television Committee Si Fabian was unanimously elected chairman, succeeding Frank Walker, resigned. Walker had accepted the post on a temporary basis, and stated that the raising of sufficient funds for the organization had been accomplished. Over 40 exhibitor members voted to retain Cohn and Marks, television counsel, and Jansky and Bailey, television engineers, to handle details of the campaign to win channel allocations from the Federal Communications Commission. Elected assistant treasurer was Phil Harling, Fabian Theatres organization.

A recent survey has shown that orders for Theatre TV equipment are approaching the 100 mark, with the RCA system leading by far.

As near as can be estimated, cost of TV equipment, electrical installations, added equipment, wire charges, etc., places the cost of each job well over the \$20,000 mark, depending on the individual situation.

Milford, Mass., House Sues

BOSTON—An anti-trust suit in U. S. District Court charging conspiracy to restrain and monopolize interstate commerce was filed by the Ideal Theatre of Milford, Inc., last week, against the eight majors, Monogram, and Republic, as well as Interstate Theatres. The action asks \$2,000,000 damages.

BOGART'S SOCKO IN "SIROCCO" AT THE CAPITOL, N.Y.

Columbia's pre-release off to a red hot
start in this year's hottest week!



Columbia Pictures presents **HUMPHREY BOGART** IN **SIROCCO** CO-STARRING **MARTA TOREN • LEE J. COBB**
WITH EVERETT SLOANE • GERALD MOHR • ZERO MOSTEL • SCREEN PLAY BY A. I. BEZZERIDES AND HANS JACOBY • BASED UPON THE NOVEL, "COUP DE GRACE", BY JOSEPH KESSEL • A SANTANA
PRODUCTION • PRODUCED BY ROBERT LORD • DIRECTED BY CURTIS BERNHARDT

Agenda Being Set For Coast Meeting

NEW YORK—Plans and suggestions of topics to be included on the agenda for the Council of Motion Picture Organizations' seminar in Hollywood on July 23-26 were made last fortnight by Arthur L. Mayer, COMPO executive vice-president; Robert W. Coyne, special counsel, and Gael Sullivan, chairman, seminar committee. Discussion topics will be increased production and release schedules, increased use of color, film cycles, better spacing of films on the same or similar themes, cooperative trailers, "saturation" premieres, production themes, star values, and personal appearances.

In Hollywood, the Motion Picture Industry Council appointed Lou Greenspan, public relations counsellor, executive secretary of the roundtable committee of the seminar. The committee comprises Y. Frank Freeman, Marvin Faris, Steve Broidy, Jesse Lasky, Ronald Reagan, Mark Robson, Edmund Hartman, William Ferrer, John Ehrner, Jack Gertsman, B. B. Kahane, and Allen Rivkin.

N. O. Counterclaims Dismissed

NEW ORLEANS—Anti-trust counterclaims seeking damages of \$75,000.00 asserted by exhibitors in pending percentage actions against them were dismissed last week by Judge F. J. Stich. The percentage actions by Paramount, Loew's, 20th-Fox, RKO, and Universal are against Harold H. Bailey, I. Roy Calamia, and the Bailey-Calamia Theatrical Interests, involving the Gentilly, New Orleans. The court sustained the exception taken by the distributor plaintiffs to the effect that there was no right or cause of action on the part of the exhibitor defendants in their anti-trust counterclaims.

Judgment in favor of all distributor plaintiffs and against the exhibitor defendants, maintaining the distributors' exception of no right or cause of action, and dismissing the counterclaim demands of the exhibitor defendants at the latter's cost, was read and rendered in open court on June 28.

Harry McCall, Jr., of the New Orleans law firm of Chaffe, McCall, Toler, and Phillips, represented the distributors, with Sargoy and Stein, New York, of counsel.

Suit Motions Denied

PITTSBURGH—In an opinion handed down last week Federal Judge William Alvah Stewart denied motions of the exhibitor defendants in seven pending percentage suits here, which sought to compel the distributor plaintiffs to make a more detailed statement in their complaints against the defendants. The distributor suits were brought against Richard Brown, James Jaffurs, and others, operating the Star, Glassport, Pa.; the Grant, Millvale, Pa., and the Wilmer, Wilmerding, Pa.

In his opinion denying the exhibitor defendants' motion, and directing them to answer the complaints in the various actions within 20 days, Judge Stewart cited, among other authorities, the opinions of U. S. Judge Wyche in the Ram percentage cases in South Carolina, and of Chief Judge Jones in the Makinson percentage cases in Ohio, as reaching the same conclusions in similar types of cases.



Edward L. Hyman, left, vice-president, United Paramount Theatres, and his assistant, Bernard Levy, are pictured in Des Moines during a recent visit with Tri-States Theatres home office executives, department heads, and district managers. A. H. Blank, Tri-States president, is next to Hyman, and assistant Dale McFarland right.

Penna. Exhibitor Sued

PITTSBURGH—Max Arnold was named as defendant in three percentage actions filed in federal court last week. Separate suits were brought by Paramount, Warners, and 20th-Fox, alleging underreporting of receipts on percentage pictures exhibited at the Olympic and Liberty, Verona, Pa., and the Nemo, Pitcairn, Pa. Reed, Smith, Shaw, and McClay, Pittsburgh, represent the distributors, with Sargoy and Stein, New York, of counsel.

20th-Fox 24-Sheets Click

NEW YORK—Requests and inquiries concerning the free 24-sheets offered by 20th Century-Fox to all exhibitors contracting for billboard space are swamping the company's home office, with a special unit currently assigned to handling the flood of special exhibitor correspondence, it was learned last week.

More than 100 exhibitors have written the company concerning the offer since its first announcement.

Baltimore House Files Action

BALTIMORE, Md.—Madison Theatre Company's Fulton last week filed an anti-trust suit in federal district court asking damages of \$75,000 and an injunction against UA, 20th-Fox, RKO, and Lincoln Amusement Company.

It is charged that clearance arrangements discriminated against the Fulton in favor of Lincoln's Lincoln and Roosevelt.



Robert Patrick, Movie Sweepstakes inventor, presents a check for \$325 to Mrs. Milton Ware, who recently picked three winners in the game at the Lakewood, Lakewood, Colo. The game consists of three one-minute horse races on film, with patrons trying to pick winners in each race.

McCarthy Starts 2-Month Foreign Trip

NEW YORK—John G. McCarthy, MPAA vice-president in charge of international affairs and vice-president, Motion Picture Export Association, sailed last week for a two-month round of high level confabs and negotiations in Europe.

First stop will be in London where McCarthy, together with MPEA vice-president Joyce O'Hara, and James Mulvey, representing the Society of Independent Motion Picture Producers, will formally open the Anglo-American film talks. Negotiations with Sir Hartley Shawcross, president, British Board of Trade, and with other British government officials for formulating a new film agreement between the two countries will commence on July 13.

Following the British negotiations, McCarthy will proceed to Madrid in an effort to conclude a film agreement with the Spanish government. Principals with McCarthy in the Madrid talks will be Stanton Griffis, Ambassador to Spain, and Tomas Suner, Spanish Minister of Industry and Commerce.

In Paris, McCarthy will resume negotiations with French government officials initiated on his previous trip and from which ensued agreement to unrestricted remittances for American company film earnings. McCarthy will press for an increase in dubbing permits, now limited to 127 annually for all American companies.

McCarthy will visit Frankfurt to tackle similar obstacles which face the American industry in Western Germany. Meetings are scheduled with U. S. High Commissioner John G. McCloy and other HICOG officials, and in Bonn with West German government heads, including Ludwig Erhard, Minister of Economic Affairs.

Also on McCarthy's itinerary are trips to Amsterdam, where he will confer with executives of the Dutch Bioscoop Bond, and to Copenhagen and Stockholm, where remittance problems will be high on the agenda in conferences with Danish and Swedish government authorities. Time permitting, he may also visit Oslo and Helsinki.

"Nature's Half Acre"

"Nature's Half Acre", third RKO-Walt Disney "True-Life" subject, is not only the best thus far in a meritorious series but a short that has more boxoffice importance than many a feature.

For in this 33-minute subject have been telescoped the wonders of nature, and thanks to some camera work which can really be called amazing, "Nature's Half Acre" offers something that the-atremen can really advertise as "the first time on any screen."

The struggle for existence, nature's way of protecting its creatures, the fight to live, and the joys and tragedies of bird and insect life are depicted in such fashion as to send patrons out talking.

Word-of-mouth should be tremendous. This becomes a must for any child in addition to its adult appeal.

—J. E.

MORE PROFIT with LIPPERT!

Savage Excitement!

NOW IN RELEASE!

LITTLE BIG HORN

starring

Lloyd BRIDGES • John IRELAND
Marie WINDSOR

Written and Directed by
Charles Marquis Warren



IN RELEASE!

New Thrills!

The Jungle's Own **SABU** **SAVAGE DRUMS**

co-starring
LITA BARON

Produced and Directed by William Berke



Amazing! Fantastic!

READY IN JULY!

LOST CONTINENT

with

CÉSAR ROMERO

Hillary Brooke
Acquanetta
John Hoyt

Produced by Sig Neufeld
Directed by Sam Newfield



Gay! Lively!

READY IN JUNE!

GI. JANE

starring

Jean PORTER • Tom NEAL
Iris ADRIAN

Produced by Murray Lerner • Directed by Reginald Le Borg



Still Tops!

THE STEEL HELMET

with

Robert HUTTON • Steve BRODIE
James EDWARDS • Richard LOO
and introducing
Gene EVANS

Written, Produced and Directed by Samuel Fuller



NOW IN RELEASE!

Kentucky Jubilee

starring

JERRY COLONNA
Jean PORTER • James ELLISON

Produced and Directed by Ron Ormond

Fun Time!



Now Shooting! **Rupert Hughes' FBI GIRL** starring **CÉSAR ROMERO • GEORGE BRENT • AUDREY TOTTER**

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Korea: Hopes for peace.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 54) New York: Top Communists go to jail. New Mexico: Forest fire. Ellenton, S. C.: New H-bomb plant. Italy: Miss Truman visits Rome (except Boston). Boston: Young G.O.P. convention (Boston only). England: Tennis upset. Cleveland: Bob Feller pitches third no-hit game.

NEWS OF THE DAY (Vol. XXII, No. 288) Italy: Miss Truman visits Rome. New York: Top Communists go to jail. Norfolk, Va.: Home is the sailor (except Albany). Albany: Civil defense school (Albany only). Japan: Tokyo derby a turf thriller. Belmont, Cal.: Motor polo.

PARAMOUNT NEWS (No. 91) New York: Top Communists go to jail. Italy: Miss Truman visits Rome. Ellenton, S. C.: New H-bomb plant. New Orleans: Experiments at Tulane University. Brooklyn, N. Y.: Clarence Anderson, billiards expert.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 470) Albany: Civil defense school. Crystal Mountain, Colo.: Plane crash. New Mexico: Forest fire. Austria: Dr. Koerner, new president, takes oath of office. Southampton, L. I.: Sand-planing. Canada: Hollywood Hell Drivers. Detroit: "The Prince Who Was A Thief" premiere. Portland: The Barney Rose (San Francisco and Portland only).

WARNER PATHE NEWS (Vol. 22, No. 93) Iran: Oil crisis. New Mexico: Forest fire. New York: Top Communists go to jail. Crystal Mountain, Colo.: Plane crash. Italy: Miss Truman visits Rome. New York: Dewey leaves on tour. England: Lady Godiva rides again.

TELENEWS DIGEST (Vol. V, No. 27-A) New York, Washington and Korea: Peace—Is it real? Colorado and New Jersey: Plane disasters. Germany: Red Youth banned in Frankfurt. India: Food for the starving. Austria: New therapy. Australia: Sheep show and models dressed in "sheep's clothing."

IN ALL FIVE:

Germany: Near-riot marks "Sugar Ray" Robinson boxing bout in Berlin.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 53) USA: The glorious Fourth. China: Starving Chinese get rice. Italy: Walking-tower fete of Nola. New York: Woman refugee, 105, flies in. Palisades Park, N. J.: Beautiful legs contest.

NEWS OF THE DAY (Vol. XXII, No. 287) China: Starving Chinese get rice. Japan: Ridgway hails achievements of UN in Korea. California: Governor's daughter honored by Navy men of carrier Philippine Sea. Pennsylvania: Jugglers' convention. Palisades Park, N. J.: Beautiful legs contest.



Rex Allen, Republic western star, presented a 10-gallon hat to Mayor William F. Devin as a token of goodwill during a recent visit to Seattle.

PARAMOUNT NEWS (No. 90) Washington: Senate probes drug addiction. New York: Woman refugee, 105, flies here. France: Paris displays summer hats. France: Great European auto race at Le Mans.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 469) Japan: Ridgway hails achievements of UN in Korea. New York: Eric Johnston on Brotherhood. France: Human dart target. California: House in a jiffy. South Carolina: Under-water pipe line.

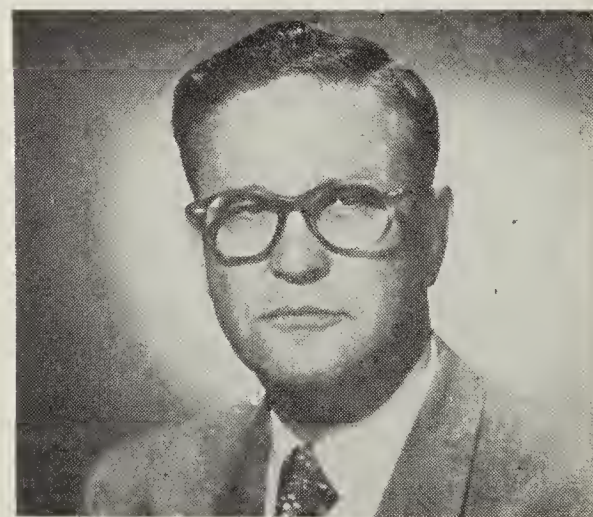
WARNER PATHE NEWS (Vol. 22, No. 92) Japan: Ridgway hails achievements of UN in Korea. Burbank, Cal.: Stars off to entertain G.I.'s in Korea. France: Great European auto race at Le Mans. USA: Young graduates tell what America means to them.

TELENEWS DIGEST (Vol. V, No. 26-B) Washington: Senate probes drug addiction among youth. USSR: Ambassador Kirk meets with Gromyko. Iran: Government's commission flies to oil fields. France: General Eisenhower and staff. Korea: Rocket ships bombard North Koreans. Italy: Egypt's Farouk and 17-year-old bride on honeymoon. England: Lady Godiva rides again. Bethesda, Md.: President Truman asks health plan. New York: Tremont Stakes at Aqueduct.

NATIONAL LEGION OF DECENCY

July 5, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Silver Canyon" (Col.); "The Texas Rangers" (Col.); UNOBJECTIONABLE FOR ADULTS: "Fort Worth" (WB); "Guilt Is My Shadow" (Mono.); "Hard, Fast And Beautiful" (RKO); "Jim Thorpe, All American" (WB); "Kind Lady" (MGM); "Peking Express" (Para.); "Song Of Dolores" (Spanish-made) (Lux); "That's My Boy" (Para.); "Wooden Horse" (London Films);



Teet Carle, a member of Paramount's studio publicity department for 11 years, recently was named studio publicity manager of the company.

Warners Offers Up To \$15 For Common Stock Shares

NEW YORK—The board of directors of Warner Brothers Pictures, Inc., last week passed a resolution inviting stockholders to tender common stock for purchase by the corporation at prices not exceeding \$15 per share. The sum of \$15,000,000 was appropriated.

Formal invitations to tender will be mailed to stockholders. Deadline for the submission of tenders to the Guaranty Trust Company of New York, agent for the corporation for this purpose, will be 30 days thereafter. It is expected that the stock purchased as a result of the invitation to tender, together with other stock held in the treasury, will be cancelled and retired at a future stockholders' meeting.

OBJECTIONABLE IN PART FOR ALL: "The Hoodlum" (UA); "Strictly Dishonorable" (MGM).

NATIONAL BOARD OF REVIEW

June 30, 1951

SELECTED FEATURES: "Four In A Jeep" (UA); "Guilt Is My Shadow" (English-made) (Mono.); "The Secret Of Convict Lake" (20th-Fox).

Suit Shift Hearing Due

WILMINGTON, DEL.—Federal District Judge Richard S. Rodney last fortnight approved a stipulation setting Sept. 18, 1951, for argument on motions to transfer to Texas two anti-trust suits against 14 motion picture corporations. The plaintiffs are Tivoli Realty, Inc., owner-operator, Delman, Dallas, and I. B. Adelman, owner-operator, Delman, Houston, Tex., president and principal stockholder of Tivoli.

Gael Sullivan Honored

BALTIMORE, MD.—Loyola University last fortnight bestowed the honorary degree of Doctor of Literature on Gael Sullivan, executive director, Theatre Owners of America.

The degree was accompanied by a citation for his efforts in behalf of "the stabilization of the motion picture industry through the policy of a return to wholesome, high quality family entertainment."

"The March Of Time"

Ending After 16 Years

NEW YORK—The March Of Time will end the production of "The March Of Time" with completion of its 16th year this fall, and devote the major part of its creative facilities to television productions and special theatrical films, Roy E. Larsen, president, Time, Inc., said last week. Larsen cited rising costs as necessitating the move, even though 1951 releases of "The March Of Time" had shown increased sales.

According to Larsen, "The March Of Time's" three closing issues will cover current developments in Morocco, Iran, and Formosa. The production and distribution of special theatrical films will continue as will the production of documentary pictures for commercial sponsors.

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The Editor Speaks

THE sensational grosses being piled up by Metro's "The Great Caruso" proves conclusively that Hollywood has the know how to disprove industry pessimism re-



PAUL MANNING

garding this type of film. High flying wags about town have always said that opera has no place on the motion picture screen. The team of Joe Pasternak, Mario Lanza, and the man who originally tied up the filming rights to this biography, Jesse Lasky, made monkeys out of the scoffers, and the golden rain which has been descending upon the boxoffices must have other producers scurrying about in desperation to film other operatic pictures.

To THESE opportunists, I have but a short caution. Careful. There weren't many like Enrico Caruso, and there aren't many like Mario Lanza.

TOP GROSSERS like "The Great Caruso" and the two Jolson films do point out the fact that there is great boxoffice power in biographical pictures when richly produced and wisely cast.

THERE MUST be many, many, potentially hot stories to bring to the movie fans. How about a "C. B. DeMille Story"? How about a "Bing Crosby Story"? How about fashioning realistic pictures out of the all-American lives of people such as these? And there are many others.

TAKE IT HOLLYWOOD for what it is worth.

THIS BOY thinks it's worth plenty.

Studio Survey appears every fourth Wednesday as a regular EXHIBITOR special feature department. The section is devoted exclusively to the arts, people, creative ability, and physical properties which make up the production side of the motion picture industry. Edited from the west coast, all information relating to its editorial contents should be directed to Paul Manning, 9628 Cresto Drive, Los Angeles 35, California. For other information, please address EXHIBITOR, published weekly by Joy Emanuel Publications, Inc. Publishing offices: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19, New York. Representatives may be found in every film center.

STUDIO SURVEY

Paul Manning, editorial director

Vol. 4, No. 8

July 11, 1951

STUDIO SURVEY

Exhibitor Laurel Awards Nominations

WARNERS'

"JIM THORPE—ALL AMERICAN"

Starring

BURT LANCASTER, CHARLES BICKFORD,
STEVE COCHRAN, PHYLLIS THAXTER

With

DICK WESSON, JACK BIGHEAD, SUNI WARCLOUD, AL MEJIA, HUBIE KERN,
NESTOR PAIVA, JIMMY MOSS

Produced by Everett Freeman. Directed by Michael Curtiz.

Screen play by Douglas Morrow and Everett Freeman.

From the biography by Russell J. Birdwell in collaboration with James Thorpe.

WARNERS'

"CAPTAIN HORATIO HORNBLOWER"

Starring

GREGORY PECK, VIRGINIA MAYO

With

ROBERT BEATTY, DENIS O'DEA, M. KELSALL, T. MORGAN, RICHARD HEARNE,
JAMES KENNEY, INGEBORG WELLS

Directed by Raoul Walsh.

Screen play by Ivan Goff, Ben Roberts, and Aeneas MacKenzie.

From the novel by C. S. Forester. Color by Technicolor.

WARNERS'

"A STREETCAR NAMED DESIRE"

Starring

VIVIEN LEIGH, MARLON BRANDO, KIM HUNTER

With

KARL MALDEN, RUDY BOND, NICK DENNIS, PEG HILLIAS, WRIGHT KING,
RICHARD GARRICK, ANN DERE, EDNA THOMAS

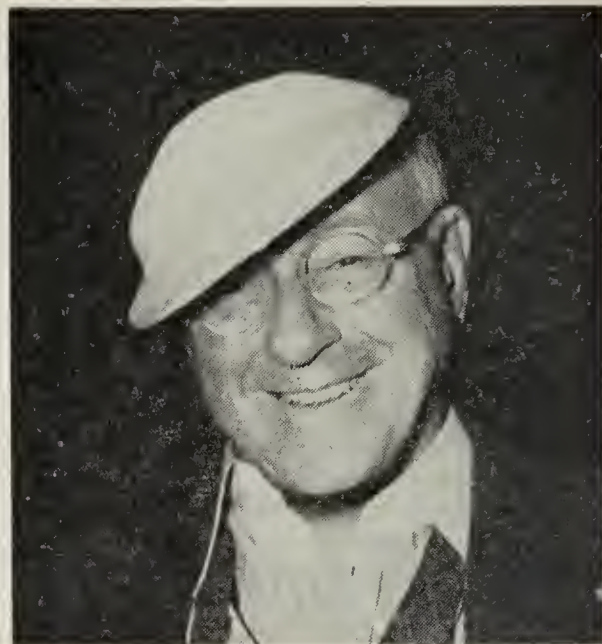
An Elia Kazan production. Directed by Elia Kazan.

Screen play by Tennessee Williams.

Based upon the play of the same name by Tennessee Williams.

C. B. AND THE BIGGEST

From Phil Koury to Paul Manning Comes an Articulate Description of What DeMille, the Master Producer, Found in "The Greatest Show On Earth."



CECIL B. DE MILLE

CECIL B. DEMILLE has been voted in EXHIBITOR'S LAUEL AWARDS ever since its inception as the number one showman of the industry. Small wonder, then, that the reports from his recent Florida location with the Ringling Circus excited me to the extent of gathering first-hand information from some of the returning production staff about making six weeks' location amidst the actual whirl of circus life.

HERE ARE the actual words of Phil Koury, a more articulate member of the DeMille troupe. If Koury's phrases seem to glow with superlatives, remember that DeMille is a man making superlatives spring to life on the screens and whose activities and creations have always inspired the use of lush phrases.

"Paul, you can tell your EXHIBITOR readers that in the six weeks I spent on the sandy flats of western Florida I saw a giant coming to life, resurrected by a man who has a special genius for resurrection. Resurrection of a civilization, of a way of life, of a historical episode. But this is a different kind of a giant. To create it, two legends were brought together in Sarasota, Barnum and DeMille, two worlds that mean showmanship, sporting a phrase that will soon be an exhibitor's dream: 'The Greatest Show On Earth.'

"DEMILLE, the resurrector, is putting Barnum on film, and, for six exhilarating weeks I saw him hard at work on this fascinating project. He was not only under the big top. He was around it, through it,

over it, the same dynamic DeMille, cajoling fighting, pleading, demanding, shepherding stars, and thousands of extras through their paces. Take my word for it, Paul, DeMille is going to make a bum out of Barnum.

"EXHIBITORS will tell you readily that there has never been a real circus picture, real in the sense of the color, the smell, the sweat, the hates, the tragedies, the sorrows, the hopes, the triumphs of that universal institution, the circus. DeMille, a fanatic to his fingertips, didn't put up a flimsy Hollywood tent, and flip several hundred bored Hollywood extras into Hollywood created tights. The circus didn't come to DeMille. DeMille went to the circus. DeMille didn't ask the circus to revise its world to conform to Hollywood requirements. DeMille changed Hollywood to suit circus standards. That's why, Paul, you can tell your readers that if ever a picture had a chance of achieving a true, tingling circus flavor, this one, 'The Greatest Show On Earth,' has that chance.

"DEMILLE could have easily faked the Big Top, but he didn't elect to do it. He could have hired dozens of acts not in the acknowledged blue book of top circus performers but he didn't. He could have accepted the first story-within-a-circus treatment but he didn't. Instead, he made a living hell for six top ranking writers for nearly two years before he got the story 'feel' he was seeking. What 'feel' was he questing, you might well ask. A

good question. DeMille would answer it by saying that he was waiting for a story which, when transmitted to the screen, would have the soul of the circus embodied in every line, every sequence. Or he would put it another way. 'It is the grace with which a man, or woman, escapes death which makes a circus. The story must give life, film life, to this intangible truth.'

"No DeMille picture is planned during a lull in the conversation. (Your editor can readily attest to this as being factual.) And, following form, there weren't any lulls in Sarasota. The fever of DeMille's direction and inspiration was felt at all levels: by Betty Hutton shocking the seasoned circus crowds by doing her own aerial flying; by Jimmy Stewart in a most unusual role of circus clown; by Cornel Wilde boldly flipping about on the high and elusive aerial bar, by blonde Gloria Grahame being carried about in the mouth of Minyak, the glamor girl of Ringling elephants, and by Dorothy Lamour hanging by her pearly teeth in the best 'iron jaw' tradition of the circus."

So, READERS, there you have it. I know that you have all heard much about this latest C. B. DeMille picture. From Koury's colorful account, and from our own faith in our own C. B. all I can say in conclusion is, "One side, Barnum. Movie's 70-year-old miracle maker, their spangled hercules of entertainment, Cecil B. DeMille, is on the march!"—P. M.



Cornel Wilde and Betty Hutton are trapeze stars in Paramount's "The Greatest Show On Earth."



Clown Jimmy Stewart and Charlton Heston comfort Wilde when he is hurt in a fall from trapeze.



An elephant poises its foot on Gloria Grahame in one of the acts. Lyle Bettger is the trainer.

AN EXHIBITOR
LAUREL AWARD IS A
WONDERFUL HONOR.
THANKS A LOT.

SINCERELY,

Carleton Carpenter





DEBBIE REYNOLDS

SHE'S FULL OF GINGERBREAD

Another star has been added to the MGM heavens in Debbie Reynolds, a LAUREL AWARDS winner and a selection that means added dollars at the boxoffice window, where it counts.

FOR a kid born on April Fools' Day, Debbie Reynolds has done pretty well. The first time I saw her impish face on the screen, I felt that telltale ripple run through the preview audience, that approving muttering which invariably heralds the arrival of a new star.

To MGM, which already acknowledges "more stars than there are in heaven," came little Debbie, who now promises brightly to outshine others for sheer vivacity, down-to-earth freshness, and true, homestyle, gingerbread humor. Her song and dance talents only add to the picture, making for another topline star for Leo the Lucky Lion.

HOLLYWOOD is a funny town, and Debbie's story, as I see it, fits right in with the town and its myriad of moods. It seems that the camera and Debbie took to each other from the first crank of the camera handle and her first wide-eyed wink, like throwing 10 straight passes at Las Vegas, picking up the heavy loot, and hitting the trail for home and the safety deposit vault. Leo has plenty of loot in Debbie, and, from all indications, it is aiming to load up those Metro money boxes. The ammunition is there.

STILL, I don't think even MGM realized the phenomenal speed in which this gal was going to go over the hurdles. The same course has taken other talented youngsters many years of hard work, plus rubbing their private Aladdin's lamps, or what have you, to traverse.

THE KID herself admits to being a real "ham" in high school dramatics. Besides "hamming," she tormented the doting parents dragged to the usual school affairs with her virtuosity on such instruments of torture as the French horn and bass violin, winding up with occasional flourishes at baton twirling.

STUDIO attention was turned her way when she did a bang-up imitation of Betty Hutton, which won for her the dubious honor of "Miss Burbank of 1948." Dubious or otherwise, it won her a chance at Warners to do the kid sister in "The Daughter Of Rosie O'Grady." When Warners let this buzzing beehive of talent slip through its high gates, she found Leo the Lion waiting outside with panting breath, to hie her away to the Culver City star factory.

"TWO WEEKS WITH LOVE" really brought home the power of the Reynolds impact on the film-going public. Matched with Janie Powell, Ricardo Montalban, Louis Calhern and Ann Harding, the general consensus of trade opinion was that Debbie brought home plenty of chopped liver for herself.

A REAL rousing confirmation of this early promise was her selection by the exhibitors voting in EXHIBITOR'S LAUREL AWARDS as the Number One new female screen personality. This was the voice of the film buyers, the real talent scouts. These men know what their customers will pay to see, and this year it was Debbie Reynolds.

THIS SKYROCKETED ascent warranted our editorial comment, which this piece will modestly serve to accomplish. I visited Debbie on the set of "Singing In The Rain" at MGM. She is being starred with Gene Kelly and another energetic young gentleman, Donald O'Connor. The real kick of this yarn is that when I went to the Metro still department for art on Debbie the only shot they had of Debbie in action had her looking like a little extra, strictly for atmosphere. Little did they know when these pictures were snapped that this kid would hit so hard with every element among the cash customers.

BY THE TIME this gets into print you can bet your last kopek that the Metro still department will be fairly bulging with Debbie Reynolds art. And the lass has plenty of material, pulchritudinous material, to make the camera lens jump with joy.

AND so, to Miss Debbie Reynolds, destined to be one of the big stars of this movie generation, and who, incidentally, can carry on a merry phone conversation (I know), goes our best wishes.—P. M.



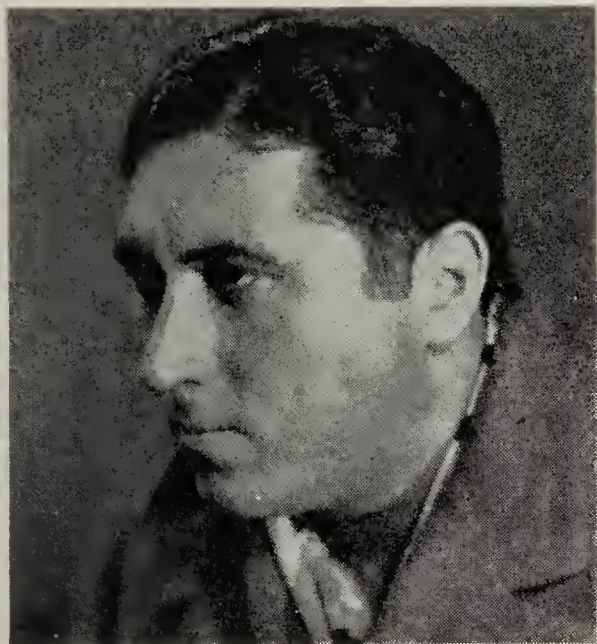
Miss Reynolds was one of the family of Louis Calhern and Ann Harding in "Two Weeks With Love." Jane Powell and Ricardo Montalban starred.



Shown with Red Skelton and Fred Astaire in MGM's musical, "Three Little Words," Miss Reynolds played Helen Kane, the "boop-boopa-doop" girl.

Meet Walter Lang

Director



WALTER LANG

THIS top notch director is no stranger to EXHIBITOR readers. In the LAUREL AWARDS polls of recent years, Walter Lang's name has turned up with regularity connected with award-winning films. This year, he hit the top of the list with the direction of the best comedy feature film of the year, "Cheaper By The Dozen."

LANG says that his best boyhood sport was chasing the fire engines down the street. He also admits that he gets the same exciting feeling when working on the sound stages of 20th Century-Fox, where he has held forth for quite a few years now, bossman Darryl F. Zanuck seemingly reluctant to part company with this amiable and capable director. "Don't come a dime a dozen," says D. F. Z., and how true.

"YUP," says Lang, "getting into every new picture sort of starts fires blazing almost from the first minute I pick up a likely script until I see it hit the theatre screen."

A QUICK flip of the Lang-directed films will clearly outline the man's talent: "Tin Pan Alley", "Song Of The Islands", "Coney Island", "Greenwich Village", "State Fair", "Sentimental Journey", "Mother Wore Tights", "Sitting Pretty" (LAUREL AWARDS winner for 1948), "Cheaper By The Dozen" (LAUREL AWARDS winner for 1950), and "On The Riviera", starring Danny Kaye.

FOR A GUY who stands six feet one, and tips the groaning scales at almost 200, Lang has stored up quite a respectable amount of artistic talent. His knowledge of art and design composition stems from his parents. His father, Richard Lang, was a noted artist, and from his Latin mother, Emily Argenti, he gets the temperament required to cope with the problems confronting the film director.

COMING to Hollywood in the early days of 1925, Lang became active as a actor, and assisted in production chores. Rapidly rising in the Hollywood eye, he got his first solo director credit in 1932 when he directed the late Carole Lombard in "No More Orchids." He has been on the beam

GOOD THINGS TO COME FROM HOLLYWOOD...

"JIM THORPE—ALL AMERICAN"

A sparkling credit for veteran director Michael Curtiz and producer Everett Freeman is this Warner hit, "Jim Thorpe—All American." The global interest in sports so truly depicted in this top drawer film should assure an eager world market. The choice of Burt Lancaster for the title role couldn't have been a happier one. He lives the part. From this reviewing stand, this looks like a big grosser in all situations. Exploitation values are exceptionally potent, and should be easily capitalized on. Director Michael Curtiz has exercised a masterly touch in keeping the early, deep silent mood of Thorpe an integral part of the screen character as it clashes dramatically with the later disillusioned and broken athlete. For warm human interest and depth of character, this tale of a great athlete comes off as a great motion picture, one of which Hollywood can well be proud.—P. M.



In Warners' "Jim Thorpe—All American," Burt Lancaster, seen at upper left with Phyllis Thaxter, portrays Thorpe, while Charles Bickford, upper right, plays coach Glenn "Pop" Warner. Everett Freeman, lower left, produced the film, and Michael Curtiz, right, directed.

ever since. A solid citizen of Hollywood and the world, Lang readily adapts himself to the changing scene, and, by so doing, assures himself of a permanent berth directing the ever-changing theme of our screen fare.—P. M.

WB Plans Expanding

HOLLYWOOD—With a total of six productions before the cameras and an additional 10—five in color, slated to start within six weeks, Warners' intensified production schedule has moved into its most active phase.

"Starlift," with Doris Day, Ruth Roman, Janice Rule, Dick Wesson, Richard Webb, and Ron Hagerty, and guest stars Virginia Mayo, James Cagney, Gary Cooper, Jane Wyman, Errol Flynn, Gordon

MacRae, Gene Nelson, Phil Harris, Frank Lovejoy, and Patrice Wymore; "Bugles In The Afternoon," in Technicolor, with Ray Milland, Helena Carter, Hugh Marlowe, and Forrest Tucker; "Come Fill The Cup," starring James Cagney, Phyllis Thaxter, Raymond Massey, James Gleason, and Gig Young; "The Tanks Are Coming," starring Steve Cochran, with Mari Aldon, Philip Carey, Paul Picerni, and Eugene Baxter; "The Big Trees," starring Kirk Douglas, Patrice Wymore, and Eve Miller, and "The Crimson Pirate," in Technicolor, starring Burt Lancaster with Nick Cravat.

Scheduled to start are "I'll See You In My Dreams," starring Doris Day, Danny Thomas, and Frank Lovejoy, and "Carson City," in color, starring Randolph Scott and Raymond Massey.

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NEWS OF THE

Territory

BRANCHES

Atlanta

John D. Desmond, sales manager, United World, was in for a visit with Leonard Burch, branch manager. . . . H. S. Marshall is manager Ridgewood, Daytona Beach, Fla. . . . M. H. Whitham, manager, Tift, Tifton, Ga., and family returned home after a vacation in Daytona Beach, Fla.

The folks wish the best to Mr. and Mrs. E. B. Whitham, Wil-Kin Theatre Supply, who recently celebrated their 25th wedding anniversary. . . . Bud Chalman, ABC Booking Service, is now able to sit up after a trip to the hospital. . . . Bonnie Bolling, Columbia cashier, returned after a vacation in Memphis.

In Birmingham, Ala., R. Morris Hadaway, manager, Alabama, has been named publicity director for the Community Chest drive.

Row visiting were: Gault Brown, Hollywood, Madisonville, Tenn.; Mrs. Wallace Smith, Gem, Barnesville, Ga.; John Carter, Brookhaven, Brookhaven, Ga.; N. H. Leach, New Leach,

LaFollette, Tenn., and W. H. Hendrix, Southern Aire Drive-In, Louisburg, Tenn. . . . Ray Dunn was appointed manager, South Drive-In 1, South Daytona, Fla.

Formal opening of the Jacksonville, Fla., drive-in, the Ribault, was held recently. It is located on Soutel Drive between Lem Turner Road and New Kings Road. A special truck ramp has been installed. Carl Carter is president of the new company.

The Row was sorry to hear of the death of Mrs. Scott, mother of Jim Scott, manager, Buckhead and Garden Hill.

Mrs. Louise Styler, UA cashier, has her vacation. . . . Pete Howell, head shipper, is back after a fishing trip to Alabama. . . . Leola DeLong, contract department, Monogram Southern, resigned. . . . Kermit C. Stengel, executive vice-president, Crescent Amusement Company, Nashville, Tenn., has been elected a director of the Tennessee Safety Council.

Malcolm Estes, manager, Lake, Lake Worth, Fla., returned after visiting in Atlantic City, N. J. . . . Whip Wilson, Monogram western star, cancelled his dates in Georgia, and returned to the coast to start work on his new western.

In visiting were Colonel T. E. Orr, Amusement Company, Albertsville, Ala.; the Maddox boys, Georgia; Clyde Samp-

ler and Ed Duncan, Duncan Theatres, Carrollton, Ga., and Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.

Visiting were R. H. Rhulander, Princess, Lawrenceville, Tenn.; Nat Williams, Interstate Amusement Company, Thomasville, Ga.; Dick Kennedy, Strand, Birmingham, Ala.; Mrs. Amy Oldham, Cumberland Amusement Company, McMinnville, Tenn., and Pete Brice, Pal Amusement, Vidalia, Ga.

Betty Sims, secretary to Arthur C. Bromberg, Monogram, was enjoying the Florida sunshine. . . . Leola DeLong, formerly, Monogram Southern, was enjoying a vacation in Florida. . . . Lois Fincher resigned from Republic to join Wilby-Kincey Theatre Service. . . . Booker Elizabeth Marteniz resigned from U-I, and is now with Uncle Sam. . . . Kate Tanner, Benton Brothers Film Express, is now with U-I. . . . Mrs. Grace Hammond, Monogram, is back after illness. . . . Mrs. Sherwood Ramson, Monogram, was expecting that blessed event. . . . Visiting and booking were James Cagle, Pell City, Pell City, Ala., and J. Sadow, Starlight, Roswell, Ga.

Mrs. Kate Wright, Astor, was enjoying the Florida sunshine. . . . Mrs. Betty Holliman, secretary, Astor, is back from a vacation. . . . Manager Earl Potter, Tivoli, Miami, Fla., has a new assistant, Edward Hickey, a retired army major.



Among those seen at the Jacksonville, Fla., showings of Warner's four "Look Forward" pictures recently were, in the usual top to bottom, left to right, order: Harvey Garland, Freddy Wolff, Jesse Clark, Frank Neal, John Tomlinson, and Jack Fitzwater; Horace Denning, Cecil Cohen, G. Gryer, R. H. Dunbar, and W. Boardman; Dunbar, Joe Deitch, Mrs.

Leon Netter, and Leon Netter; Gene Meredith, Jack Grimes, Mrs. Ruth L. Krickler, Mrs. M. Sterchi, M. E. Hensler, and Jack Kirby; M. G. Levins, M. C. Moore, Sheldon Mandell, T. E. Bell, and Arv Rothschild, and J. M. Wells, L. O. West, Nat Williams, and H. R. Kistler, who all seem impressed. They were really enthused over the four films screened.

Charlotte

A contest recently was held at the Center in conjunction with "Best Of The Badmen." . . . Theatre Booking Service installed air-conditioning. . . . Walter Griffith was very ill in the hospital. . . . John Alwran, booker, U-I, was on vacation. . . . Isabelle Gordon, Republic, returned from vacation. . . . Jack De Vorss, Hallmark, Washington, D. C., was in. . . . Mrs. Charles Leonard and two children are spending the summer in Connecticut. . . . The Twilight Drive-In, Williamston, N. C., opened. Owner is J. E. Mobley. Saxton Theatrical Service will handle buying and booking.

Mrs. Johnny Wood and children were visiting in Nashville, Tenn. . . . Robert Saxton, Saxton's Theatrical Service, spent a weekend at Cherry Grove Beach, S. C. . . . Eleanor Keesler is new bookers' stenographer, Paramount. . . . M. V. McAfee has moved up to head booker's desk at Warners. . . . Bob Warren, former booker, U-I, is now with United Artists. . . . Bill McClure, salesman, U-I, has been promoted to assistant branch manager.

Seen on Film Row were: Ben Strozier, Carolina, Stevenson, Rock Hill, S. C.; Dennis Ramsey, Rosehill, Rosehill, N. C.; S. G. Rogers, Apex, Apex, N. C.; Mrs. Lelia Anderson, Anderson Theatre Company, Mullins, S. C.; Mrs. Bea Black, Pilot, Pilot Mountain, N. C.; Wade McManus, Scenic Drive-In, Spartanburg, S. C., and H. P. McManus, Greer Drive-In, Greer, S. C.

Joseph H. Dillon, son of Cy Dillon, branch manager, Republic, returns to Sheppard A. F. B., Tex., on July 15. . . . The new typist clerk at Republic is Patsy Edwards. . . . Arthur Martin has taken over the Waxhaw, Waxhaw, N. C. Former owner is Max Holder. . . . On vacation at Columbia were: Reidy Lawing, booker; Bette Kendrick, cashier, and Ruth Gibson, inspectress.

Mrs. Beulah Patterson, wife of the office manager, Columbia, is in the hospital. . . . Georgie Rumfelt, wife of Bob Rumfelt, manager, Belmont Drive-In, Belmont, N. C., won second place in a beauty contest. . . . Charlie Mincey, booker, 20th-Fox, is improving after illness. . . . On vacation at Republic were Phyllis Rigdon, cashier, and Lucielle Bradley, inspectress. . . . Vera Robinson, cashier, Republic, and husband, spent a weekend at Lake Lure, N. C. . . . Allen Locke, booker, Wilby-Kincey Service, was on vacation. . . . Howard Burnett is the new shipper at Paramount. . . . Bobby Jackson, son of Ralph Jackson, Carolina Delivery Service, returned to New Mexico after a furlough. . . . The Stone, Stoney Point, N. C., closed. . . . Bob McClure, salesman, Kay, moved into a new apartment. . . . The Hollywood Grill closed for a week. Gladys and Sam were vacationing in Florida. . . . Sam Blumenthal, 85, Savannah, Ga., father of Ellis Blumenthal, manager, Tryon, was buried on July 2. . . . Al Smith, Civic, Landrum, S. C., was in conferring with Bob McClure, Theatre Booking Service.

J. S. Horton, Wayne, Goldsboro, N. C., was in conferring with Robert Saxton, Saxton Theatrical Service. . . . Bob Finlayson, salesman, Republic, has a new company car. . . . Visiting were: E. A. White, White's Drive-In, Nashville, N. C.; John Bennett, Center, Clarkton, and Paramount, La Grange, N. C.; Carlisle A. Rushing, Spencer, Spencer, N. C.; Frank Bruton, Towne, Burlington, N. C.; Franklin H. Frady, Dreamland Drive-In, Asheville, N. C.; J. B. McIntyre, Raeford, Raeford, N. C.; Jim Hyatt, Midway, Lancaster, S. C.; I. A. Mason, Echo and Capitol, Laurens, S. C.; Leland Young, Casino and Broadway, Clinton, S. C.; Buddy Richardson, Lockhart, Lockhart, S. C.; Julian Thompson, Star, Cornelius, N. C.; E. C. Qualls, State, Burlington, N. C.; Hugh Smart, Varsity, Chapel Hill, N. C., and O. K. Hogan, St. Paul, St. Paul, N. C.

Memphis

The Malco ordered a television receiver from RCA, and installation of equipment has been ordered to proceed, according to M. A. Lightman, Sr., president, Malco Theatres, Inc.

COLUMBIA—Barbara Fracchia, cashier, and Bobby Clark, air corps, were married at Sacred Heart Church. . . . Norman Colquhoun, branch manager, returned from the Mississippi convention.

MONOGRAM—Bailey Prichard, branch manager, and Henry Hammond, salesman, attended the Mississippi convention. . . . Mrs. Myrtle Bartley, head inspectress, and Mrs. Mary Espey, are on vacations. . . . Miss Martha Toombs, cashier, completed her vacation.

REALART—The Jernigans took off in different directions for vacations. Ione, the office manager, visited her mother in Atlanta, and Jerry attended the convention in Biloxi.

Seen on Film Row were Moses Sliman, John Jenkins, and Ike Katz.

U-I—Richard C. Setteen, branch manager, and Floyd Harvey, salesman, attended the Mississippi convention.

New owner of the Skyline Drive-In, Blytheville, Ark., is Tom Bloomer. . . . H. F. Repasz, 58, Leslie, Leslie, Ark., died.

New Orleans

G. Y. Harrell, Jr, Manley, Inc., back after a long stay in the territory, reported it was one of the best trips in months. . . . Visitors at the J. G. Broggi Exhibitors Service office were: Mr. and Mrs. L. J. Millet and children, Moonlite Drive-In, Pass Christian, Miss., and Rock Fagot, Illings, Ocean Springs, Miss.

Bob Sigler, Dome, Hattiesburg, Miss., on his way home from the Mississippi convention said, "It was one of the grandest in years." . . . Visitors from Shreveport, La., were Don Maynard, general manager, Don George Theatres, and Thomas E. McElroy, Broadmoor Theatres, Inc., operating under the name of McElroy Theatres.

The blessed event at the Ray Hirstius was the arrival of a daughter, Gayle

Lucille. Papa is with the MGM shipping department. . . . The Ritz, Lake Charles, La., closed. Present owners are J. Demorelle and Wilbur Jenner.

Ernest Landaiche, who spends a great deal of his time at his theatres in Biloxi, Miss., spent several days with his daughter, Janet Cambon, office manager-booker, Independent Booking Company. His third theatre in Biloxi is the Buck, which he and his associates, Beach Drive-In Theatre Corporation, acquired from Paramount-Gulf Theatres, Inc.

E. R. Sellers, Yam Drive-In, Opelousas, La., and his associate, Milton Guidry visited with buying and booking representative Page M. Baker, Theatres Service Company. . . . Mr. and Mrs. Claude Darce, Opera House, Morgan City, La., visited with friends after taking in the film clinic, luncheon, and board meeting of Allied.

Gus Trog, office manager, is back at his desk at Warners after a rest period. . . . W. A. Miramon is back in the saddle at National Theatre Supply after vacationing at Grand Isle, La. . . . Max Connett and friends, savoring food at Gentilich, took time out to comment on the grand way EXHIBITOR was publicizing the annual MTOA convention. . . . Film Service Corporation manager-booker Eldon Briwa, wife, and son, were among the Pittsburgh and Gotham sightseers. Their trip covered a two week period.

Visitors were Ernest Delahaye, Maringuoin, La., O. Gaudet, Port Allen, La., the bi-monthly regulars.

The new Pelican Drive-In, Jennings, La., opened. Pelican Drive-In Theatre, Inc., headed by O. W. Philpott, Meridan, Tex., constructed the new spot on East Highway 90.

Nick Lamantia, Ritz, Bogalusa, La., confabbed with booking representative Page Baker, Theatre Service Company. . . . Don Kay left for a three-weeks' trip in Louisiana, Texas, and Arkansas. . . . Abe Berenson closed his Hollywood, Gretna, La.

Visitors were: Bill Shiell, Marrero Drive-In, Marrero, La.; Mrs. Bertha Foster, Violet and Port Sulphur, La.; R. O. Sigler, Dome, Hattiesburg, Miss.; Hap Brun, St. Joseph, La.; Jack Pope, Rayville, La.; "Uncle Bob" Moizon, Norco, La.; Louis Michaud, Jr., Drive-In, Lafayette, La., accompanied by R. J. Arseneaux; B. E. McGinty, Lake Drive-In, Pascagoula, Miss., Messrs. Mortimer and Shiell, Skyvue Drive-In, Gentilly and Downman Road; J. M. Gauthier, Castle, White Castle, La.; A. J. Rosenthal, Silver City, Alexandria, La., and Mayor Lew Langlois, New Roads, La.

Something new has been added to the bill of fare at the Fox Drive-In, Alexandria, La., hickory smoked chicken and spare ribs, served with potato salad and rolls. . . . Arthur Manson brought "The Devil and Daniel Webster" to the Avenue, all seats reserved, and at a slight increase in prices. . . . A. L. Morgan, Fred T. McLendon Theatres' booking representative, was in.

Joy N. Houck, president, Joy Theatres, visited with Jack Sanders and family at Olla, La. . . . John Jenkins, sales and purchasing representative, Jenkins and Bourgeois exchanges, Dallas, Memphis, and New Orleans, visited with Bob Kelly, pilot, Dixie.

Chatting with Mr. and Mrs. L. J. Millet and children, coowners, Moonlite Drive-In, Pass Christian, Miss., said they hoped that the trade will note the address, 402 Nicholson Avenue, West Long Beach, Miss., and that the operation is shared with L. J. Luke.

Exchange managers, supply merchants, salesmen, bookers, and service representatives helped boost the unusual large attendance of the Mississippi convention in Biloxi, Miss. Among them were: Milton Dureau, Masterpiece-Realart; Babe Cohen, Lippert; William Cobb and Milton White, Exhibitors Poster Exchange; Tom Neely, National Theatre Supply; William Murphy, Jr., and Raymond Gremillion, Southeastern Theatre Equipment; C. Matherne, National Screen Service; Henry Glover and "Singing Sam" Nunngesser, Monogram Southern, joined by Arthur Bromberg, Atlanta; Tom Watson, RKO; John Schaffer, Jr., Film Delivery Service, and James Briant and Ralph Hogan, Loew's.

The Midway Drive-In, Opelousas, La., reopened after a short closing. The screen and screen tower were damaged in a violent windstorm.

The Hollywood, Coushatta, La., closed owing to a number of polio cases.

Mr. and Mrs. L. C. Montgomery are holidaying on the west coast. They left here via southern route through Texas, Arizona, Nevada, and New Mexico, planning to return via Denver and Chicago.

L. C. Montgomery, Jr., has chosen the coast guard. He will report at Cape May, N. J., in July.

Cecil Howard is back at the Film Booking office after a 30-day rest. Doctor's orders. . . . Mr. and Mrs. Roy Cochran, enroute home to Little Rock, Ark., and their JuRoy, stopped off to take in the sights. They were guests of John F. Sanders, Manley district manager, Memphis, who was also in on a visit.

R. E. Carolla and daughters, Mary Ann and the two baby sisters, as Mary Ann refers to them, visited. They were accompanied by projectionist John Nobles. . . . Neal Blunt, owner, and Neal Murphy, manager, Monarch Theatre Supply, Memphis, stopped in to renew acquaintances. . . . Bill Keith, formerly UA midwest district manager, was in vacationing.

Mel Straus, Lippert publicist, will arrive for an exploitation stint on "Little Big Horn," Saenger. . . . A. C. Bromberg, Atlanta, visited. So did Max Connett, Newton, Miss.

Jean Renoir's "The River" will have its southern premiere at the Civic on Sept. 24.

Miss. Meeting Clicks All The Way

BILOXI, MISS.—An elaborate banquet and an inspirational speech by Gael Sullivan, TOA executive, wound up the Mississippi Theatre Owners Association annual convention at the Buena Vista Hotel last fortnight. Sullivan's dynamic talk was on business in general. He said that unity and good relationship must prevail between the exhibitor and distributors to keep the industry together, and that exhibitors must continually expend every effort to build and retain the good will and patronage.

His speech sent the exhibitors home to convince the home town "That movies are better more often than ever" and "There's no entertainment like movies in theatre entertainment."

The crowded agenda moved along swiftly and smoothly, interspersed with plenty of social activities. Topping the program was the resolution vigorously opposing the bill before the Senate to exempt benefit shows sponsored by various organizations from the federal tax.

Another matter put into effect was the preparation to obtain repeal of the state tax of one cent on each dime or a fraction thereof at the next session of the legislature. A meeting of all Mississippi exhibitors was set for Aug. 8, the day after Mississippi's first primary, at the Robert E. Lee Hotel, Jackson. All theatre owners are urged to attend.

A vote of thanks was given EXHIBITOR for its cooperation in publicizing the convention. Mrs. Jack Auslet was commended for being "on the ball" to report the activities.

The first day was devoted to registration and intimate get-together. Mrs. Ward, Meridian, and Miss James, Newton, handled the registration. The next day, the first business session got underway, keynoted by President T. E. Williams.

M. L. Simons, MGM, presented a series of 76 slides highlighting "Quo Vadis." The slides were offered with suggestions that similar reproductions be used by exhibitors in enlisting the cooperation from press, clergy, educational, and civic groups. Simons also spoke briefly on the necessity of taking a long range view with regards to relationship between the exhibitors and distributors.

Others who spoke were: A. E. Chadwick, vice-president, MPA, New Orleans; Leon Bamberger, RKO sales promotion manager; Harry Paul, RCA

The Gordon, Baton Rouge, La., and Harvard, Winnsboro, La., opened.

Louis Michaud, Jr., and R. J. Arseaux, Drive-In, Lafayette, La., were in. So was N. Erdy, coowner, Fox, Livingston, La. . . . E. A. MacKenna, manager, Joy, and Eldon Briwa, Film Booking Office, took in the United Artists special screening of "Cyrano." . . . Visiting were: Happy Gowland, Famous, and Dominick Zibilich, Dreamland.

representative; Duke Clark, Paramount, and "Jack" Jackson, National Screen Service.

Arthur C. Bromberg, chief, and his Monogram Southern Exchanges won recognition for being the best represented film company. With him in attendance were Henry Glover, manager, and George Nungesser, salesman, New Orleans, and Bailey Prichard and Henry Hammond, Memphis. U-I was also commended for a large attendance with Charles Ost, manager, and salesman Thomas Dunn, New Orleans; Dick Settoon and salesman Harvey, Memphis, and Hy Martin, district manager, and Maurice Bergman.

A. L. Royal, secretary-treasurer, briefly dispensed the "Thank You" with special mention to film salesmen of both New Orleans and Memphis for talking up the convention, injecting, humorously, instances of some of the boys' ways and means, which brought back sweet memories of the old days when a certain samaritan distributor would give a month's free film to theatres in financial difficulty.

All officers were reelected with the exception of Dwight F. Blissard, vice-president, Okalona, replaced by R. B. Cox, Batesville. Two additional directors, Teddy Solomon, McComb, and Stanley Taylor, Crosby, were elected for the eighth district. T. E. Williams, Clarksdale, again was named Chief; A. L. Royal, Meridian, secretary-treasurer, and J. S. Mayfield, Collins, and B. V. Sheffield, along with newly-elected R. B. Cox, vice-presidents. Reelected for the seven districts are Earl Elkin, Aberdeen, and T. E. Shaw, Fulton, district one; J. E. Cahill, Senatobia, and Leon Roundtree, Holly Springs, district two; Bim Jackson, Ruleville, and J. C. Noble, Leland, district three; L. B. Bays, Grenada, and Charles Eudy, Ackerman, district four; George L. French, Mendenhall, and Cleo Boutwell, Enterprise, district five; Bob Sigler, Hattiesburg, and W. H. Mosely, Pica-yune, district six, and Jack Ashford, Clinton and Ad Orkin, Jackson, district seven.

The social activities included cocktail parties hosted by William Cobb, president, Exhibitors Poster Exchange, New Orleans and Theatre Poster Company, Memphis; Milton White, office manager, Exhibitors, assisted. Also hosting were Transway, Inc., New Orleans, and Transit, Inc., Memphis, with a seafood jamboree with W. Simpson, Memphis, and Dan Brandson and E. Langhette, New Orleans, doing the honors. The luncheons were gay with amusing stories reminiscent of yesteryear and joyful incidents of present happenings.

Alabama Birmingham

An unusual ad with an institutional slant in the nature of a comic strip,

MANLEY POPCORN MACHINE
In Good Condition

THOMAS LUPO

5301 Canal Blvd., New Orleans, La.
Telephone: Galvez 1022



Noted at the Florida screenings of the recent WB "Look Forward" features were the following, in the usual left to right, top to bottom, order: Mrs. Jack Grimes, J. I. Biddle, and Mrs. G. W. Watson; back row, left to right, W. H. Smith and L. Johnson, and, from left to right, F. Ganzel, Mrs. W. H. Smith, and Harry Gordon; Don Clark, E. D. Jack Miller, and Ed Gordon, all impressed.

used at the bottom of the newspaper's regular comic page was developed by Norris Hadaway, Alabama. A co-op. arrangement with a downtown restaurant, it illustrated in four panels with accompanying verse the idea that husbands should take the family out at least once a week for dinner, followed by movies at the theatre.

Montgomery

The state sales tax of three per cent, in effect on Oct. 1, jumps from two per cent, and applies to admissions and concessions sales of more than 10 cents.

Florida

Central Florida

William Wilson, employed with the Beacham, Orlando, has been transferred to the Florida, St. Petersburg. . . . Frank Bell is district superintendent, West Coast Theatres.

H. S. Marshall, for a long time connected with theatre work in Daytona Beach, was recently made house manager, Ridgewood, owner W. R. Shaefer announced. Shaefer has taken a long term lease on the Worth, Lake Worth, formerly operated by Florida State.



Here is part of the crowd attending the recent "Look Forward" screenings of four WB films at the Warner, Memphis, partaking of the buffet part of the program.

Miami

Ed May, manager, Wometco's Lincoln, Miami Beach, Fla., announced his resignation to reenter the music and entertainment field.

At the Town, Flynn Stubblefield attracted the curious with a gambling wheel for "Lucky Nick Cain." . . . At the Paramount, Travis Dumas, assistant, left for duty with Uncle Sam, and replacing him is James Martin, former assistant, Olympia.

Panama City

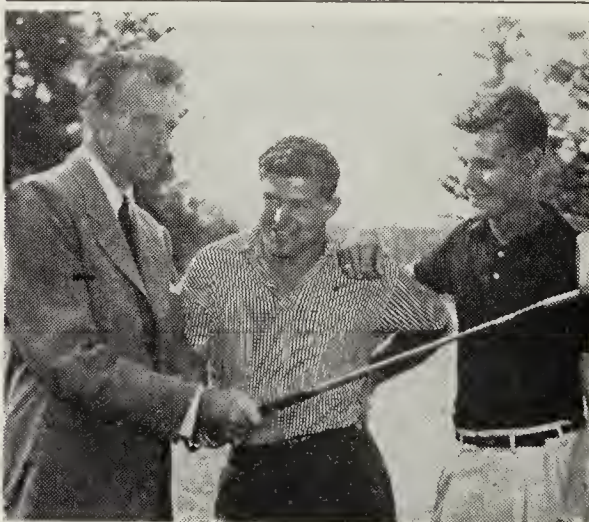
The Panama City Commission imposed a tax on theatre tickets. The measure provides for a graduated tax of one, two, and three cents on admissions costing 15-30 cents, 30-35 cents, and over 50 cents, respectively. The Martin-Davis Circuit last year won an injunction prohibiting the city from imposing such a tax. Since then, however, the Florida legislature gave the city and several other municipalities the right to enact local excise taxes.

Mississippi

Biloxi

E. V. Landiache, owner, Beach Drive-In and Bay View, took over the Buck, Paramount-Gulf Theatres, which operated the house for the past 25 years, sold the 485-seat theatre to Landiache. Ernest Hilderbrand, with the Saenger, will supervise the Buck and also the Bay View.

At Edwards, Miss., fire destroyed the Edwards and a general store. The house is owned by M. R. Newman, who also lived in the building.



Paramount star Dennis O'Keefe, touring the south on behalf of "Passage West," recently visited Durham, N. C., and did not miss a chance to drop in on the annual Herald-Sun golf tourney.

North Carolina

Durham

The Center and the Carolina entertained contestants in the annual Soap Box Derby with free movies prior to the race.

Wilson

Jack Thomas, vice-president, Hallmark Productions, Inc., announced the appointment of Mr. and Mrs. Matthew Suraci, Mobile, Ala., as a traveling unit with "The Prince of Peace." Suraci was part-owner and manager, Pine Valley Drive-In, until it was sold recently to the Starlite Amusement Company.

Winston-Salem

A Forsyth County Superior Court jury at Winston-Salem, N. C., ruled in favor of the Skyview Drive-In in a suit in which five families living near the drive-in were suing for a total of \$60,000 damages, claiming that noise, dust, and lights resulting from the operation of the theatre "made their lives miserable." The jury ruled that the plaintiffs should receive no damages after a 10-day trial in an action believed to be the first of its kind against a drive-in in North Carolina. Each of the five families was suing for \$10,000 "personal discomfort" damages and \$2,000 property damages. The suits covered the period beginning with the opening of the theatre in April, 1948, up to the trial date. The families all live on Konnoak Drive in the same block in which the drive-in is located, and all suits stipulated that they were not asking a restraining injunction against the Skyview. The plaintiffs complained that the drive-in has caused personal inconvenience and property damage to nearby residents. They charged that the drive-in, located on South Konnoak Drive, near the city limits, and owned by American Theatres, Inc., Greensboro, N. C., has resulted in noise from loudspeakers until 1 a.m., rightly; heavy dust settling on their homes, and blocking of the highway by cars at certain hours of the evening. They complained that they had to keep the windows of their homes closed most of the time because of the noise and dust, and that the lights from the theatre and automobiles caused them inconvenience, as did the frequent blowing of automobile horns. John Elkins is manager.

NEWS OF THE

Territory

Chicago

Norman W. Barrie, 4 Star manager, who is an expert fisherman, went to try his luck in Canada with Al Halwacks.

Clifford McGee, 65, who started 40 years ago as a projectionist in the Loop, passed on. . . . Edward Levine, B and K publicist, picked a trip through Tennessee for his vacation.

Morris Leonard, B and K executive, convalesced after hospitalization.

Joe Bennis joined his father in the operation of six theatres and two drive-ins at Freeport, Ill., with headquarters at the Freeport. P. Dallas Ritter took over operation of the Mark, Milford, Ind.

The Ski-Hi, Rock Island, Ill., changed its name to the Corral. . . . Dallas Schuder, assistant manager at the Circle and the Lyric, Edinburg, Ind., was promoted to manager, Keith, Indianapolis.

Mr. and Mrs. Paul Hallbeck took over management of the Ritz, Chenoa, Ill. . . . Bailey Enterprises placed Robert Witte as manager, Stark, Toulon, Ill.

Mr. and Mrs. R. C. Holladay opened their Crescent, Marionville, Mo. . . . The Road was closed for repairs following a fire.

Tom and Westley Bloomer, Belleville, Ill., bought the Skyline Drive-In, Blytheville, Ark. . . . David E. McFarling, manager, Swiss, Tell City, Ind., made additional friends for his house when he rented it to a bank, which rendered there a report to its stockholders and finished the evening with a film.

Mr. and Mrs. David D. Orr made film available to residents of Yorkville, Ill., with the opening of their Yorkville. . . . George Kerasotes, general manager, Kerasotes Theatres, Springfield, Ill., is better after hospital treatment.

John P. Smith, 57, projectionist who started at the Harding when it opened 25 years ago, and there continuously until illness overtook him, passed on.

Al Golden, formerly with Republic, joined the RKO sales force. . . . Jimmy Ascher, of the Ascher theatre family, was appointed to the MGM sales staff at Milwaukee.

The Strand, Kendalville, Ind., was reopened by the Hudson Circuit after improvements. . . . a dinner patterned after the style of old Roman feasts was treated to the press as a tieup with "Fabiola." . . . Richard Piccola was appointed to general manager, Astor, by owner Danny Newman.

Grace Parnell, RKO office, is better after a trip to the hospital. . . . Paul Tungate, May manager, wed Joan C. Idwell.

The radio program initiated by Jack Kirsch, president, Allied Theatres of Illinois, started on WCFL. The 30-minute feature is expected to be especially interesting since it is handled by Sam Lesner, The Daily News, in cooperation with Myron Barge. . . . J. F. Janssen reopened his Okaw, Finlay, Ill.

Kenneth Burkhart purchased the Otterbein, Otterbein, Ind.

Orange County, Indiana, got its first outdoor when Mr. and Mrs. J. L. Dunn opened their Paoli Drive-In, near Paoli. . . . The Oriental staff, headed by manager Harry Brown, cooperated with the American Legion in selling poppies in the lobby on "Poppy Day." . . . Cooking schools were held at the Tiffin under the direction of Jack Clark, manager.

Dallas

The 1000-seat Wynnewood was opened in Wynnewood Shopping Village by Rowley United Theatres, Inc., successors to Robb and Rowley United Theatre Circuit. The Wynnewood has a 400-car parking lot, in addition to space provided in the shopping village. Rowley United Theatres chose Pat Murphree, former manager, Heights, to manage the Wynnewood. John Callahan is Oak Cliff city manager.

Bob Bixler took over the duties of exploitation at Paramount. He was formerly with Interstate and Warners. Art Leazenby, exploiting Paramount products in Dallas, has been transferred to the Paramount exchange in Detroit.

Marvin Godwin and Debbs Reynolds opened the Superior Booking Service at 2008A Jackson Street. Godwin was formerly with Columbia, representing them in San Antonio, Tex., and the Valley. Reynolds has been with Interstate Circuit since 1937, in the booking department.

Beverly Littlejohn, program director for Sack Television Enterprises, went to New York City with Julius Sack, where she will work in the New York office of Sack Television Enterprises. Raymond Lambert has taken over the duties left in the Dallas office under the direction of Alfred Sack.

Guy Cameron sold his hotel interests in Tyler, Tex., and has taken over the ownership and management of the local Haskell from his father P. T. Cameron.

State theatremen seen along Film Row were: H. H. Stroud, Strand, Hamilton; H. J. Robinson, Texas, Sanger; R. Z. Coleman, Matex, Mabank; H. T. Jones, Kemp, Kemp; L. J. Dean, Neuces, Camp Wood; R. J. Huddleston, Alvord, Alvord; R. F. Cornes, Cornes, Farmersville; C. H. Cox, Crystal, Gilmer; R. C. Harris, Tropic, Elsa; Ralph Donnell, Texas, St. Jo; W. W. McNatt, Inez,

Naples; C. O. Simmons, Plaza, Denton; George M. Smith, Rio, Center; Victor Fry, S. G. Fry Theatres, Tyler; Miss Annie Coleman, Metro, Abilene; Mr. and Mrs. A. D. Lawrence, Apex, Tioga; O. M. Kirkeby, Scenic Drive-In, Brady; Frank Benson, Bowie and Majestic, Bowie; G. G. Brown, Castle, Newcastle; C. M. Anding, Haltom, Fort Worth; J. M. Cooper, Queen, Mart; Hugh Munnell, Avon, Wortham; and Glynn Shave, Plaza, Evant.

Rowley United Theatres held its meetings on June 28 and 29. Some of the managers arrived early, and proceeded to enjoy themselves at the Variety Club. The meetings started in the Adolphus Hotel with a luncheon, business meetings following. Approximately 90 managers and district managers were on hand. The delegates and their wives were the guests of C. A. "Pappy" Dolsen at Pappy's Showland, and the convention business meetings continued at the new Wynnewood, Oak Cliff. Buffet luncheon was served in the lobby, to which the wives were invited. A screening of MGM's "Show Boat" also was held.

Ava Flangan, secretary to office manager Finch, Monogram, went on her vacation.

The Alhambra, Juarez, New Mexico, wrecked by fire, will be rebuilt, according to Gabriel Alarcon, co-owner. The loss was estimated at nearly \$300,000. El Paso, Tex., firemen sent two units to help fight the fire.

Owners of a drive-in in San Benito, Tex., have been granted a domestic charter in Austin, Tex. The Corporation will be known as the Citrus Drive-In Theatre, Inc., and has a capital stock of \$25,000.

Denver

Bill Prass, publicity man for MGM, suffered a broken rib when the taxi in which he was riding collided with another car. . . . A. R. Rowman, owner, Adamson, Cody, Neb., died.

Doyle Snelling, recently with theatre companies in California, arrived to manage the Santa Fe. He succeeds Steve Ward, resigned. . . . Art Johnson, Lakewood manager, has been called back into the air force. . . . Joseph A. Walsh, New York, Paramount manager of branch operations, was in looking over the exchange. . . . Jake Bauer will open his second drive-in, this one at Brush, Colo. He operates one at Fort Morgan, Colo.

Robert Patrick, inventor of "Movie Sweepstakes," theatre attendance booster, reports inquiries are coming in fast. The game consists of three one-minute horse races, picked by some patron out of a total of 10 available, with the projectionist running them in the order they are picked. If a patron picks all three winners, he gets the prize money, furnished by the theatre, and if more than one name the winners, the money is split. Theatres reporting on the game say it has doubled and tripled business

on the nights, not more than two per week, it has been used, and concession business has tripled.

Des Moines

Miss Catherine Staak, 35, manager Oskaloosa, Ia., Drive-In, was killed when her car went out of control eight miles west of Oskaloosa.

Manager Bill Schleiger, King, Albia, Ia., offered breakfast and baby sitting service with a 7 a.m. showing of "Valentino." His staff watched the babies while the mothers watched the film. . . . The Iowans, Bettendorf, Ia., is now operating on a weekend policy only with shows on Saturday and Sunday. . . . The Lone Tree reopened after a remodeling with four shows a week. . . . Al Altshuler has been named salesman for Columbia, replacing Oscar Gallanter, who resigned to take over as office manager at Denver for U-I. . . . Herman Coffman, formerly with ELC, joined United Artists as a salesman. . . . Walter Jenner closed his theatre at Garwin, Ia., the Winthrop, Ia., house owned by Bill Richardson has folded, and the Legion, Liscombe, Ia., closed its doors.

In Hawarden, Ia., Harry Lankhorst, chairman, third annual Allied Lakes meeting, announced that the affair would this year at Arnolds Park, Ia., on July 12. Business sessions will be closed to all except exhibitors and their families. There will be a smorgasbord luncheon, a "millionaire's party" at 8 p.m., and a dance at 9:30 p.m. Allied Theatres' "Mystery Girl" will entertain.

Kansas City

Film delivery men took to the row boats in an effort to make deliveries to some Kansas theatres in towns where floods were rampant.

Leading Midwest exhibitors joined the full-force turnout of press and radio accorded Alfred Hitchcock upon his arrival in Kansas City on behalf of "Strangers On A Train." The director was guest of honor at a press luncheon at the Hotel Muehlebach attended by representatives of all local newspapers, radio stations, and wire services. Elmer Rhoden, head, Fox Midwest Theatres, introduced Hitchcock at the luncheon, with out-of-town guests including A. H. Blank, Des Moines, Tri-States Theatres Circuit. During his visit, Hitchcock presented Mayor William E. Kemp with an invitation from Philadelphia's Mayor Bernard Samuel to attend the 175th Anniversary celebration of the signing of the Declaration of Independence.

Joseph Allard and Charles Shreve reopened the Bell after improvements.

Los Angeles

Managers of the six branches in Paramount's western division concluded a two-day meeting at the exchange to make final plans for the "Salute to Al Schwalberg" sales drive. The meeting, presided over by division manager George Smith, was a follow-up to the one held recently by E. K. O'Shea, vice-president, Paramount Film Dis-

tributing Corporation, and Jerry Pickman, director of advertising, publicity, and exploitation. Branch managers attending included: Henry Haustein, Seattle; Ward Pennington, Denver; H. Neal East, San Francisco; Wayne Thiriot, Portland, Frank H. Smith, Salt Lake City; A. R. Taylor, Los Angeles, and Harry Haas, St. Louis, visiting here. Also sitting in was Lester Coleman, assistant to Smith.

Milwaukee

Marc Wolf, Chief Barker, Variety Clubs International, was expected to be the honored guest of the Variety Club but at the last moment he was called to Mexico City. Hugo Vogel, Chief Barker, gave a report of the convention held at Philadelphia. Benny Benjamin and Morrie Anderson will be the co-chairmen of this year's Variety Club golf outing. Sol Gordon, downtown district manager, Fox Wisconsin, is the newly-appointed publicity chairman for the club. On the committee with him are Johnny Mednikow and Sam Kaufman.

A delicate heart operation has given two persons a new lease on life. The operation became possible here because of advanced diagnostic procedures by the Variety Club Heart Center.

Barney Sherman, formerly of the Douglas, Racine, Wis., and Park, bought the Peerless. Jim Baker, Peerless, played "Captain From Castille" at the Peerless for the fourth time. The house was filled 15 minutes after opening.

Ethel Westphal, a stenographer for Republic for the past four years, is leaving to devote her full time to household duties. . . . Sam Miller, Rialto, Gladstone, Mich., flew in from Florida. He gets to Milwaukee four or five times a year. . . . Ben Schwenke, office manager, Warners, took it easy for two weeks at a cottage in northern Wisconsin with his family. . . . Paul Nowatske, Vista, Mukwonago, Wis., recently spent a few days fishing at Fox Lake. . . . Jim Baker, Peerless, flew to New York for a weekend.

Mr. and Mrs. Tom Watson and their granddaughter were in. Also in were Marion Pierick, Highland, Highland, Wis., and W. C. Fischer, Campo, Campbellsport, Wis.

Gilbert Spertell, auditor for Warners, recently spent some time at the office. He replaced George Kreamer, who could not get here this year.

Marge Behnken, inspectress at Warners, recently underwent a major operation. . . . The Lincoln, operated by Earl and Lester Fischer, closed. It was opened six months ago after being closed for some time.

If Ollie Trampe isn't in his usual haunts, he is spending his free time learning instrument flying at Curtis-Wright field. . . . Betty Campbell, Warners, and her husband are spending their vacation in California. . . . Lorraine Wohltz, Warners, and Pat Beardsley, Metro, enjoyed their recent vacations.

Joe Petrusek, cashier for Paramount, has been in the hospital for several weeks as a result of an old injury he received in the shipping room.

The board of directors of AITO and wives have been invited to the home of Victor McCormick, Orpheum, Green Bay, Wis., at Sister Bay, Door County, for a day's outing in conjunction with the regular board meeting on July 10.

Paramount added another salesman to its Milwaukee staff, George DeVine, Indianapolis.

To exploit "The Man From Planet X," the Strand had a man wearing a space suit walk around town.

Mrs. Evelyn Gutenberg and her son, Jimmy, Grand, and Mrs. Helene Hanke and her son Richard, Lyric, went on a fishing trip at Buckatobin Lake, near Conover, Wis. They caught a lot of fish, but no muskie. Because of too sharp a turn in maneuvering the boat, all the fishing tackle, except two good rods, was lost.

Orville Peterson, head booker and office manager, U-I, spent his vacation fishing in northern Wisconsin. Mike Matyas, U-I maintenance, also spent a week up north. . . . Paramount welcomed Jerry Hiken, new booker, and Anne Logan, general office work.

Minneapolis

Distributors should reduce the rental price the longer an exhibitor is forced to wait for a print to fill a booking since "it is obvious" that the value of the film is lessened, it was urged in a recent bulletin of North Central Allied. "The so-called print shortage, long an industry bugaboo, has taken on a new meaning with the advent of TV," the bulletin charges. To meet TV competition of entertainment, news, and sport events that are "going on at the very moment," it is incumbent upon distributors to expedite the bringing of their product to the public, the NCA organ says. Referring to distributor advertising, the bulletin declared that "it fades away too quickly." Pointing out that while the greater part of film revenue is garnered on top pictures from first runs, the "gravy" is gathered from subsequent runs and small towns. If distributor advertising was supplemented by enough prints and more current showings, "it would help a lot," the bulletin suggests. The Republic decision to sell pictures to television "will certainly prove to be a sorry thing for this industry," the bulletin emphasized. The bulletin also charged Republic with "going to bed" with its competitor, and "selling itself down the river" along with the independent exhibitors.

Ted Mann, president, North Central Allied, was in New York outlining to COMPO executive vice-president Arthur L. Mayer the plan which he has developed for NCA members to stimulate grosses. . . . Five St. Paul, Minn., theatres operated by Twin City Theatre Corporation (Montgomery - Dale - Rydeen), joined North Central Allied, the Tower, Strand, Hamline, Lyceum, and State.

Sidney Lax, salesman, Columbia, is recovering from an operation at Mount Sinai Hospital, Minneapolis. . . . Ruth Johnson, formerly of ELC, is now a booker at Columbia. . . . Ruth Gray, formerly booking clerk, Columbia, is now contract clerk, Columbia. . . . Jay Lapham, formerly of MGM, is now a booker at Warners. . . . Al Putz, head booker, MGM, is back at work after recovering from a heart attack.

Gertrude Weber has been promoted from office manager's secretary to branch manager's secretary at 20th-Fox. . . . Catherine Casey is new office manager's secretary, 20th-Fox. . . . Harry Woods, home office auditor, 20th-Fox, is in. . . . Marilyn Mengelkoch resigned at Columbia. . . . Burton Gaines, head shipper, U-I, spent his vacation fishing at Lake of the Woods, Canada. . . . Kathy Berns, bookers' clerk, MGM, is vacationing in California.

Arline Ecklund, biller, MGM, is now Mrs. Louis Hanek. . . . Ernie Lund, salesman, Paramount, vacationed in Seattle, Portland, and California. . . . Glenn Wood, booker, U-I, spent his vacation at home fishing and playing golf. . . . C. E. Zimmerman completely redecorated the Castle, Casselton, N. D.

Oklahoma City

The Lake Air Outdoor theatre was heavily damaged in a recent tornado which tore through a three mile path west of Bethany, Okla. The Lake Air screen was completely wrecked, the projection room unroofed, and two projection machines were damaged. Total damage to the theatre was about \$10,000.

Miss Elma Ethylene Best and Sam W. Stone, Jr., were married in the First Nazarene Church. Both Mr. and Mrs. Stone are employed at Video Theatres.

State exhibitors buying and booking were: Eugene Martin, Alamo, Snyder; Claude Thorpe, Gem, Ryan; Mrs. Robert Rowe, Velma, Velma; Volney Hamm, Mount Scott Drive-In, Lawton; E. R. Slocum, Rocket, El Reno; J. Rudolph Smith, Royal, Mount View; Mrs. C. W. Duncan, Avon, Weleetka, and John Terry, Perry, Perry.

Portland

Rufus Blair, Paramount studios, finished a 31-day tour here on "Ace In The Hole." . . . A special Film Row party at Pinky Shelton's Film Club honored Edward Strongin, Northwest Automatic Candy company representative, called back into service. Some 30 exhibitors and branch managers were in attendance, with Mark McDougald, Adamson Circuit, toastmaster. Guests included John Matlock and Al Dalghren. . . . Ralph Rudolph is now assistant, State. . . . Bob Peterson is assistant manager, Fox, Spokane, Wash., and Morrie Nimmer is manager, Orpheum. His assistant is Jerry Berry. . . . James Hone gives sage advice in having various cities refuse license to carnivals. . . . Clark County, Washing-

ton, passed an ordinance reducing the tax on admissions from one cent on every 10 cents to one cent on every 20 cents.

U-I has designated July as "Barney Rose Month" in honor of its district manager for the western division. To pay tribute to and honor Barney Rose, J. J. Parker Theatres conceived the idea of having a local rose grower name a new patented rose, The Barney Rose. U-I liked the idea so well it sent a newsreel cameraman from San Francisco to shoot the stunt. The formal presentation was made at the capitol with Governor Douglas McKay doing the honors along with Gloria Krieger, "queen" of the 1951 Portland Rose Festival, and Mrs. J. J. Parker, president of the theatre circuit. Says Jack Matlack, executive assistant to Mrs. Parker, "This was the J. J. Parker way of paying tribute to one of the men we enjoy doing business with." Other U-I officials with the Rose group included Foster Blake, former Portlander, western division sales manager; Arthur Greenfield, newly appointed Oregon branch manager, and James Hommel.

St. Louis

In Fairfield, Ill., Bill Powell, district manager, Midwest Drive-In Theatres, controlled by Phil Smith, Boston, told 125 persons at a Rotary Club luncheon meeting of "The Importance of Motion Pictures to Your Community." At the conclusion of his address, the pastor of the Fairfield Christian Church came up to congratulate Powell on his fine contribution.

In Centralia, Ill., a temporary restraining order was issued by the Clinton County Circuit Court, Carlyle, Ill., through Judge F. R. Dove, restricting the activities of projectionists in connection with their picketing of the Centralia Drive-In, operated by Homer and Elbert Butler. The court permitted the union to continue "peaceful picketing" at the drive-in.

Clare Adair Hill, eight-year-old daughter of C. D. Hill, manager, Columbia, has been named an honorary member of the famed "Quiz Kids" of radio and television fame. She has received a gold pin and a membership scroll and her teacher, Miss Jane Hanke, Principia School, has been given an engraved parchment in recognition of being named by Clare Adair in her prize-winning letter submitted in a recent national contest to select the country's outstanding school teacher. Hill has been elected a trustee of the Greenbriar Country Club grounds for a three-year term.

In St. Clair, Mo., the 360-seat Ozark has been sold by Dickson and Adams to Homer Hulsey, who had served as manager for a number of years. . . . In Steelville, Mo., the Steelville Drive-In is to have its grand opening about July 15. Cooperative Theatres, headed by Andy Dietz, is to do the booking and buying.

The near-record floods raging along the Missouri River seriously affected only two theatres in the territory. The 200-seat M. W. A., Morrison, Mo., operated by M. E. Redeker, had to close because of floods. The Kingdom, 250-seater, operated by O. W. McCall, also had been seriously affected by high waters.

In Mount Olive, Ill., after several postponements, the Starlite Drive-In finally opened. The drive-in, owned by Louis Odorizzi, Staunton, Ill., is under the management of Mr. and Mrs. William H. Fischer. Booking and buying is being handled by Co-operative Theatres, headed by Andy Dietz.

In Hannibal, Mo., the mayor and officials of the Chamber of Commerce participated in the special ceremonies that marked the grand opening of the Frisina Amusement Company's 600-car drive-in. Dominic Frisina and John Giachetto, president and managing director and executive secretary, respectively, Frisina Amusement Company, came from Springfield, Ill., to attend the grand opening. Joe Neopote, resident manager, Keokuk, Ia., also attended.

Out-of-town exhibitors seen along Film Row included: A. D. Magarian, East St. Louis, Ill.; Harry Blount, Potosi, Mo.; John Rees, Wellsville, Mo.; Charles Weeks, Jr., Dexter, Mo.; Tilden Dickson, Crystal City, Mo.; Keith Coleman, Mount Carmel, Ill.; Dean Davis, West Plains, Mo.; Bill Collins, DeSoto, Mo.; Ed Fellis, Hillsboro, Ill.; Ed Clarke, Mattoon, Ill.; Joe Goldfarb, Upper Alton, Ill.; Gus Boemler, North Alton, Ill.; Marc Steinberg, East Alton, Ill., and Tom Bloomer, Belleville, Ill.

Jim Castle, Paramount exploiteer and publicity man, returned from Chicago, where he attended a publicity and advertising conference. . . . A new twist has been given to the game of spotlight tag played on drive-in screens. The St. Louis Amusement Company's four-screen drive-in at St. Ann's, St. Louis County, runs a special spotlight-tag cartoon nightly.

Mid-West Drive-In Theaters recently organized a "1,000 Stadium Seat Club," patterned along the lines of baseball's "Knothole Gang," in connection with the operation of the Airway. It serves both boys and girls in a recognized and valuable community service. The "Stadium Seat Club" is the brainchild of manager Sidney Savetta, Airway, and its successful formation was made possible through the cooperation of Chief of Police F. A. Creely, St. Anns, and John Levenhagen, scoutmaster, Boy Scouts Troop 286. Members of the club will be guests of the drive-in management on a designated night each week throughout the summer. Membership is limited to boys and girls under 12, and eligibility for membership is determined by the Chief and scoutmaster. Free transportation to and from the drive-in has been arranged, and the members of the "1,000 Stadium Seat Club" are supervised on the bus and at the theatre by adult representatives of the Boy Scouts and

the St. Ann's Lions Club. The club was named the "1,000 Stadium Seat Club" because the Airway is one of the few drive-ins in the country equipped with 1,000 excellent stadium seats for the convenience of persons who walk to the theatre or prefer to view the picture from such rather than from inside an automobile. There are usually such seats to spare, and Sayetta got to thinking that no doubt there were many children in the community who would enjoy attending the theatre but, who, for lack of transportation facilities, had to stay at home. He discussed the situation with officials of St. Ann's and other interested parties. The successful formation of the "1,000 Stadium Seat Club" was the result. At the drive-in, the members of the club occupy the stadium seats directly in front of the screen.

In Hannibal, Mo., the grand opening of the Frisina Sky-Hi Drive-In, a 600-car project, was June 27. Owner is the Frisina Amusement Company, Springfield, Ill.

In Sparta, Ill., the new Sparta, 600-seat house, was given its grand opening by the Sparta Theatres, Inc., which also owns and operates the 550-seat Grand. The corporation is controlled by the Turner-Farrar interests, Harrisburg, Ill.

In Beckemeyer, Ill., the 250-seat Clinton was recently purchased by Mr. and Mrs. Olin Foehner.

In East Prairie, Mo., T. R. DeField installed a 25-ton refrigeration-type cooling system in his DeMo. . . . In Benld, Ill., the Grand recently resumed its Sunday matinee programs.

In Taylorville, Ill., the Ritz, 560-seater, has been closed by the Frisina Amusement Company for the summer. . . . In St. Charles, Mo., Clarence Kaimann has become associated in the St. Charles Drive-In Theatre Company, and is to book and buy for the St. Charles Drive-In.

Don Davis, theatre equipment sales, RCA, Kansas City, spent several days here, and accompanied Arch Hosier, St. Louis Theatre Supply Company, on a trip to points in the territory.

Salt Lake City

John Derek, star of Columbia's Technicolor production "Mask of the Avenger," will open a personal appearance tour of six key cities here on July 12. Jody Lawrence, who makes her screen debut in the film, playing opposite the star, will accompany Derek here, after which he will continue alone.

San Antonio

The Trail Drive-In observed its fifth anniversary with a special stage show. Free refreshments were served patrons. . . . Henry Bergman, manager, Empire, and his wife returned from a vacation in New York. . . . Richard Vaughn, assistant treasurer, Majestic, donned khaki with the army. . . . Bill Elder, treasurer, Woodlawn, is taking a summer cruise with the Naval Reserves at North Carolina.

Justine Aronstein has been named assistant manager, Prince. He is the son of Lee Aronstein, manager, Palace, and a grandson of Eph Charninsky, head, Southern Theatres Company. . . . O. B. Thomas back as manager, State, following a brief illness.

Among the out-of-town exhibitors who visited were: Mike Garcia, Hut and other theatres in Rio Grande City, Tex.; Edward Brady, Palace and Rialto, Brady, Tex.; Ramon Ruenes, Rex, Mission, Tex.; Mrs. A. F. Burkhalter, Marine, Fort Worth, Tex.; Frank Fletcher, Ritz, Houston, Tex.; V. C. Kinchen, Avon, Poteet, Tex.; Mr. and Mrs. Manuel Womble, Royal, La Feria, Tex.; Mrs. Daniel Justiniani, Azteca, Houston, Tex.; Agapito Trivino, Alta Vista, Beeville, Tex., and John Monsivais, Kenelly, Tex.

The Eagle Drive-In, Eagle Pass, Tex., has been sold by P. R. Andrews and his partners to W. L. Walter and Tom N. Hardeman and associates. Hardeman will serve as manager. . . . William Hellums, manager, State, Austin, Tex., was on active duty as a major at Fort Sill, Okla.

The El Paso Drive-In Company has been given approval to remodel the drive-in at an estimated project cost of \$6,000. W. O. Bearden has been given approval for the construction of a new \$39,500 drive-in at Lubbock, Tex. . . . Conrad Brady, publicity director, Houston Interstate Theatres, was winner of the Houston Variety Club annual golf tournament. . . . The National Production Authority has given its approval to the Houston, Tex., Variety Club to construct a \$173,679 boy's club building there. . . . Norma Gene Gable and Sergeant Ivy French were to be married in a special ceremony to be staged at the Bowie Boulevard Drive-In, Fort Worth, Tex.

San Francisco

Designer Gale Santocono has completed negotiations for two reconditioning jobs. One is for Irving Akerman's Silver Palace, the other is the Garberville, Garberville, Cal., owned by Van and Byard.

The 750-car 19th Avenue Drive-In, San Mateo, Cal., owned by General Theatrical dropped its experimental admission price of \$1 per car. The new price of 50 cents per person is still lower than the original of 70 cents per person. . . . Alfred Hitchcock was in, and the Variety Club luncheon in his honor was a success. Leo Strauss, chairmanned the affair, assisted by Jesse Levin, General Theatrical. . . . Sol Cohn, who took over management of Robert Lippert's Terrace Drive-In when it opened a few weeks ago, has been transferred to manager, Lippert's Newsvue. Stewart Klein, formerly with Lippert exchange, is now Terrace manager.

Al Oxtobey, branch manager, Warner's, Portland, was visiting. . . . Rotus Harvey, general chairman, PCCITO convention, announced members of Paramount's "Golden Circle" will be guests of the convention. Ronald Reagan

has been added to the list of speakers. . . . James Velde, district manager, United Artists, spent two days at the exchange. . . . New booker at United Artists is Frank Harr, formerly with ELC, Detroit. He replaced Lloyd Joseph. . . . At MGM, Verna Kwan has taken over the job of secretary to office manager Lila Goodin. . . . MGM home office auditor John Ash was visiting the exchange. . . . George Schaeffer, assistant shipper, MGM, entered St. Mary's Hospital for minor surgery. . . . Bob Clarke, sales manager, Paramount, spent two days at Tahoe. . . . Neal East, Paramount manager, returned from Los Angeles.

Seattle

Mayor William F. Devin has a new hat, a 10-gallon Stetson presented to him by Rex Allen, Republic cowboy star. Devin, unable to attend the exhibitor's luncheon given in honor of Allen, was visited by the star later at his office, and, in appreciation of the hat, presented a miniature totem pole to the actor. Fifty exhibitors were in attendance at the luncheon. Among state guests were Will J. Conner and Willard Coghlan, Hamrick Theatres; William Thedford, M. M. Mesher, El Keyes, and Vic Gauntlett, Evergreen Theatres; Hal Daigler and William Kostenbader, Shearer Theatres; John Danz, Fred Danz, Will Danz, Zollie Volchok, James Hendel, and James Bonholzer, Sterling Circuit; Bud Saffle and Robert Clark, Saffle Theatre Service; William Forman, United and Forman Theatres; Buck Smith, Smith Enterprises; F. M. Higgins, Higgins Amusement Company; Charles Grieme, Wenatchee; Fred Mercy, Jr., Yakima; E. J. Fey, Renton; Joe Rosenfield, Spokane; Dwight Spracher, Northwest Drive-In Theatres; W. T. Coy, White Center and Evansvale; George Blair, Port Orchard; Keith Beckwith, North Bend; J. T. Sheffield, former Republic franchise owner; Allan Morgan, First National Bank; Henry Schaefer, Seattle Bank and Trust; Lon Leventhal, Mercury Records, and representatives of seven radio stations.

Mr. and Mrs. William Stahl, son-in-law and daughter of Oscar Chiniquy, Northwest manager, National Theatre Supply, left with their three children for Cleveland, where Stahl takes over as manager for National Theatre Supply. . . . Vic Gauntlett, publicity director, Evergreen Theatres, left on a vacation.

James Hommel, U-I branch manager, has been succeeded by Arthur Greenfield, from New Haven. Ernie Piro, former United Artists salesman, joined the sales staff of U-I at Portland.

Among state exhibitors on the Row were: Frank Pratt, Holly, Bellingham; Harry Ulsh, Anacortes; C. J. Rockey, Sno-King Drive-In, Alderwood Manor; Al Fernandez, Clallam Bay; Adolph Varrelman, Valley Drive-In, Omak; A. L. Knox, Hi-Land, Tieton, and Les Theuerkauf, Tacoma, with his granddaughter, Trudy, from Cottage Grove, Ore.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Selig Seligman, general manager, and Murray Baker, head booker and buyer, Northio, were in Cleveland. . . . Tri-State is booking and buying for Annabelle and Adeline Ward, owners and operators, Kentucky and Virginia, Somerset, Ky.

Lilly Schneider, Mur Drive-In, Parkersburg, W. Va., and J. M. Johnston, Akron, O., are partners in the new Starlite Drive-In, Parkersburg. . . . High waters in the Ohio River at Belpre, O., slowed down operation of the Belpre to two days a week. Patrons from Parkersburg, W. Va., had to cross the river by ferry.

Marie Donelson, secretary-treasurer, Screen Classics, returned from Nashville, Tenn., after visiting her mother. . . . Rose Stegmuller, U-I, ill for several weeks, is somewhat better. . . . R. J. Hiehle, Hiehle, Parkersburg, W.

Va., is recuperating from a serious operation. . . . Jack Keegan, Cooperative Theatre Service, branch manager, is recuperating from surgery.

Ernie Rede, Rede, Vicco, Ky., a pfc in Korea, expects to be furloughed soon. . . . Virginia Reyes, a familiar figure along Film Row for many years, is now in the billing and contract department at Lippert. . . . Two new faces at MGM are Carroll Eversall, receptionist, and Jean Greenhow, shipper. . . . Mildred Wilmer is the new secretary and office manager for Manley, Inc.

Tony Knollman, 20th-Fox booker, is happy over a new bundle from heaven, Joyce Ann. . . . Annise Epstein, Realart, enjoyed a visit from her mother.

Stanley Gurian, son of Milton Gurian, Lippert branch manager, is spending the summer at Strongheart, boys' camp in Wisconsin. . . . Geraldine Dick, Realart booker, spent a weekend in Detroit. . . . Bob Banker, U-I shipper, suffered a broken ankle while delivering films.

Recent vacationers included William Borack, Tri-State Booking Service, with his family in New York City; Arlene Huber, MGM; Vera Lauther, biller; Mrs. Madge Staull, bookkeeper, and

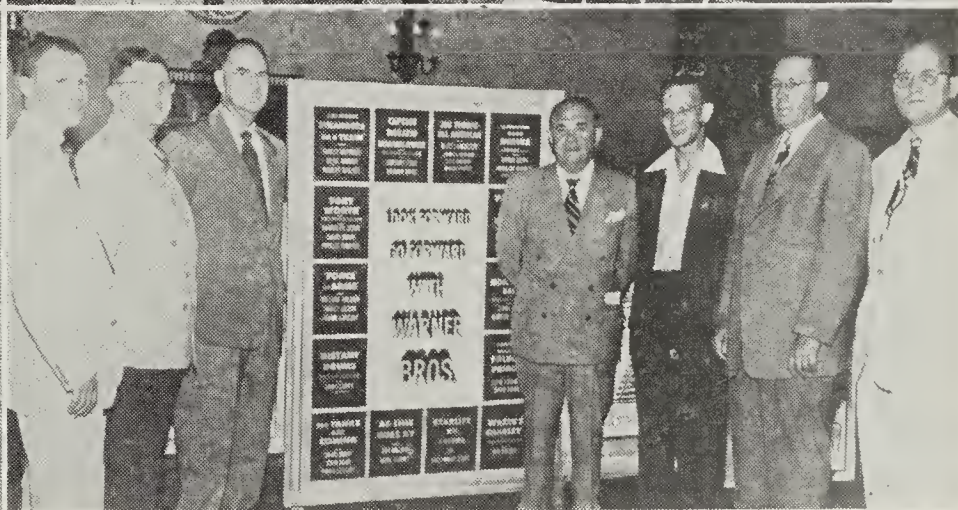
Frank Schrieber, shipper, NSS; Harry Yutze, head shipper, and Carmel McGill and Bertha Ruhstaller, inspectresses, Realart; Al Laile, Sr., manager, suburban Park; Eva Serrano, inspectress, 20th-Fox, and Clara Duecker, Associated Theatres secretary.

Recent visitors included Ray Stout, Springfield, O.; Ted Pekras and Jack Needham, Columbus, O.; Moe Potasky, Troy, O.; Fred Krimm and Roy Wells, Dayton, O.; Charles Scott, Vevay, Ind.; Guy Greathouse, Aurora, Ind.; Kenneth Williams, Paintsville, Ky.; Jack Custer, Dunbar, W. Va.; Albert Aaron, Charleston, W. Va.; Louie and Mannie Shore, Williamson, W. Va., and E. R. Custer, Charleston, W. Va., enroute to Michigan for fishing.

Cleveland

The RKO Palace had all of its 3300 seats filled for the Murphy-LaMotta fight telecast. Admissions were boosted to 90 cents for the entire house.

Robert Richardson, now district manager for Souvane Selective Pictures, announced the opening of his office at 204 Auditorium building. . . . The Maple Drive-In, Zanesville, O., turned away cars during the engagement of "A Modern Marriage," presented with a



Among those present at the recent "Look Forward" screenings held by Warners in Cincinnati were the following, in the usual top to bottom, left to right, order: Roy Wells, Bob Keyes, Ed Riesenbeck, John Woodward, Theo Crist, and John Vlaches; Rex Carr, Joseph Alexander, Wes Hus, George

Fetig, Ray Frisz, and Murray Baker, standing with J. S. Abrose, WB branch head; Bill Onie, Louis Wiethe, Jack Goldman, Charles "Bud" Ackerman, Jim Shanklin, and Herman Hunt, and Don Wirtz, C. G. Littler, Joe Blum, Abrose, Frank Weitzel, Chris Pfister, and Lloyd Dahlheimer. All seem pleased.

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Lorraine CARBONS, INC., BOONTON, N. J.

lecturer, according to owners Harold and Erma Boedeker. . . . Charles Hruby, one of the Film building's two elevator men, was operated on.

Al Leazenby has been appointed Paramount publicity man covering Cleveland and Detroit, with headquarters in Detroit. He succeeds Milton Hale, who resigned due to poor health. . . . The Super 45 Drive-In, started three years ago and never finished, has been purchased by J. Franke. It is located on route 45 near Warren, O. The new owner closed a contract with Frank Masek, National Theatre Supply, to install Simplex projectors, Simplex sound, Hertner generators, and Peerless Magnarc lamps.

Leo Jones, heretofore associated only with indoor theatres in Upper Sandusky, O., is branching out into the outdoor field. He is building an ozoner near Carey, O.

Mrs. Fanny Ratener, 72, mother of Louis Ratener, drive-in owner, died recently in Los Angeles, where she made her home with one of her two daughters. . . . Jack and Bill Skirball sold their luxurious Gates Mills estate, and leased one of the new Shaker Towers apartments.

Paramount bookers Howard Roth, Art Young, and Irwin Sears will appreciate extra exhibitor cooperation during the "Salute to Schwalberg Drive."

Frank Masek, NTS branch manager, announced that the new Simplex direct theatre TV installation is now available to exhibitors, with delivery on a first-come, first-serve basis in September. NTS will concentrate on direct theatre installations.

Jerry Wechsler, Warner branch manager, addressed the members of the Lions Club of Lorain, O., as guest speaker. He substituted for Loew's Theatre division manager Frank Murphy. Wechsler's talk was enthusiastically received.

Lieutenant Donald Wolf, son of Warner Theatres' Ohio zone manager Nat Wolf, sails on Aug. 27 with the 2nd Armored Infantry Division for Germany. . . . Jim Levitt, U-I salesman in the Toledo, O., territory, is the pappy of a third daughter born to Mrs. Levitt at Mount Sinai Hospital.

Al Kolitz, onetime RKO branch manager, now Mountain area district manager, sends his best regards through MGM branch manager Jack Sogg, who stopped off in Denver for a visit on his way home from Santa Fe, N. M.

Ellen Ruth Asadow, United Artists switchboard operator, and Ralph Leidner were married on July 1. After the honeymoon, she will return to the exchange. . . . Barbara Charnas, daughter and only child of Nat Charnas, Toledo, O., circuit owner and Mrs. Charnas, was married to Alvin Arsham.



Among those at the recent WB "Look Forward" screenings in Detroit were, in the usual top to bottom, left to right, order: Jim Sharkey, Lou Wisper, WB branch head Don Woods, and Monte Gowthorpe; Arthur Robinson, Woods, J. O. Brooks, Wisper, and Allen Johnson; Del Ritter, Ed Carlson, Lou Mitchell, and Gil Green, and Carl Buermele, Woods, and Ed Stuckey, all present were impressed with the productions.

Charles "Chuck" Moses, publicity director for Stanley Kramer, will be shoving off for Munich to produce radio programs for Radio Free Europe.

Jack Meyers resigned as manager, Ezella.

Detroit

Remodeling was going on to turn the former Dox into the Studio, opening with first-run art and foreign films. Irving Teicher and Edward Shulman, Management will be in the hands of Irving Teicher and Edward Schulman, Cinema Guild, with Albert Dezel and William Flemion, Coronet. A weekly art exhibit will be a feature.



Piper Laurie and Tony Curtis, touring 16 key cities on behalf of U-I's "The Prince Who Was a Thief," recently met exhibitors at a reception in Pittsburgh, and are seen with, seated, Fred Beedle, president, Allied Motion Picture Theatre Owners of Western Pennsylvania; Moe Silver, Warner Theatres; Herman Stahl, Oil City, Pa., and, standing, Marvin Samuelson, Warner Theatres; Sol Bracelin, Warner Theatres; John Walsh, manager, Fulton; Lou Hanna, Hanna Theatrical Service; Francis J. Guehl, U-I branch manager, and Joel Golden, WB.

Police are seeking a missing drive-in concession manager after the concession owner reported he had vanished with \$2,795 in receipts. Ben Lefkowitz, president, Theatre Concession Company, said the money was one week's receipts on refreshments at the Dearborn Drive-In, Dearborn Township, Mich.

United Artists' booker Stanley Baran added a little baby girl to the family. . . . Monogram executive Nicholas Goldhammer was in. . . . RKO district manager Maurice Lefko was in.

It was a son, John, Jr., at the John W. Guitons. Father operates the Campau, Hamtramck, Mich.

Allied Theatres of Michigan, through its board, voted support of COMPO for one year.

Indianapolis

The 25th anniversary of the Diana, Tipton, Ind., was held with special events planned by owner Nick Paikos.

J. B. Stine and wife went to Wisconsin for the summer to spend an extended vacation. The Garfield, owned and operated by Stine, will be operated by K. E. Maurice during his absence. . . . Moe Esserman, U-I, resigned. . . . The Twin Drive-In, on the edge of Indianapolis, added 100 speakers furnished by Mid-West Theatre Supply. . . . Bernard Breger, Republic exchange manager, was in Louisville, Ky.

Mary Wehring, manager's secretary, 20th-Fox, was vacationing. . . . Clyde Brant, Virginia, Terre Haute, Ind., is vacationing in Wisconsin. . . . The Lyceum, Terre Haute, Ind., closed. The house is operated by Martin Turner. . . . Virgil Jones, booker, Warners, had

his car damaged by the sheriff while in Chiefland, Fla., on vacation. The car was parked when the officer ran into the end with his own car. The damages will be paid by the sheriff.

Jules Goldman, salesman, Warners, returned from his vacation. . . . Kenneth Collins, former manager, Greater Indianapolis Amusements Corporation, was heard from in Texas. Collins and wife are touring the southern part of the country.

Rush Williams, office manager, United Artists, is the father of a baby boy, his fifth child and first boy. The mother, Peggy Williams, is connected with Affiliated Theatres. The baby was born in St. Vincent's Hospital.

Irving Dreeben joined the Columbia sales group. He was formerly connected with Republic in Cincinnati. . . . Lorraine Toney, secretary to manager Abe Gelman, Columbia, resigned because of poor health. Mrs. Angeline Wylde succeeds. . . . Oscar Alpert, Mecca, returned after a vacation. . . . The Hillcrest Drive-In, Fort Wayne, Ind., added the booking service of United Film Booking Service, operated by Ted Mendlesohn. . . . Gerald Haugk, former manager, Hoosier, Muncie, Ind., has been appointed manager, Royal, Danville, Ind. . . . The Terre Haute Drive-In suffered a \$3,000 damage when a slight tornado wrecked a wind wall.

Film Row visitors were: R. L. Morton, Key, Red Key, Ind.; J. Elliott, Cardinal, Hodgenville, Ind.; Larry Shubnell, Mallers Circuit, Fort Wayne, Ind.; Kermit Suhre, Lyons, Lyons, Ind.; V. E. Burkle, Rialto, Fortville, Ind.; William T. Studebaker, Logan, Logansport, Ind.; Herbert Sullivan, Alliance Circuit, Chicago; Tom Goodman, Dream, Corydon, Ind.; E. E. Smith, Devon, Francesville, Ind.; Doyle Carter, Roxy, Bloomington, Ind., and Guy Hancock, Prewitt, Plainfield, Ind.

Pittsburgh

Four percentage actions involving the Oakes and Lehigh, Oakmont, Pa., were filed in the U. S. District Court for Western Pennsylvania. Twentieth Century-Fox, Loew's, Paramount, and Universal each filed a separate action against Stephen M. Rodnok and Stephen Rodnok, Jr., for damages based on alleged underreporting of receipts at the two theatres, James H. Beal and James R. Orr, of Reed, Smith, Shaw, and McClay, are the attorneys for each plaintiff, and Sargoy and Stein, New York, are of counsel.

The jointly sponsored Warner Theatres and RCA-Victor "Star Discovery Contest," staged in 35 WB theatres in the tri-state area, reached a climax at the Stanley, where two winners were selected for Hollywood contracts and one winner for an RCA-Victor recording contract offered as the top prizes. A capacity audience viewed the finals of the contest. Musical background for the show was provided by Max Adkins and the regular Stanley orchestra. Carl



When Warners held its recent "Look Forward" screenings in Pittsburgh, among those present in the usual top to bottom, left to right, order were: Gene McClellan, Miss Cuba Walker, Miss Margaret Blatt, and T. D. Moore; branch head Jack Kalmenson, John Gardner, Clifford Brown, James Birocco, and Anthony Delisi; Ray Woodward, Harry Feinstein, Jules Lapidus, R. S. Coyle, Kalmenson, and Lou Lutz; Wally Allon, William J. Wheat, William Finkel, and Joe Felman, and Anthony Kalust, Ben Amdur, Dan Fineman, Harold Rachiele, Guy Ida, and Arthur Rachiele, quite pleased.



Among those at the recent Cleveland screenings of four WB "Look Forward" pictures were the following, in the usual left to right, top to bottom, order: Bob Limough, Dale Tirpinger, Mike Mastandred, and G. E. Mason; Al Vermes, Joe Shagrin, and Ted Vermes; William Skirball, Nat Wolfe, Meyer Fine, and M. B. Horwitz, Max Lefkovich, Fine, Moe Horwitz, Abe Kramer, Harold Raives, and Jim Kalafat, and Charles Gottlob, J. J. Shannon, and J. S. Shannon, just a few of those on hand.

Dozer, WCAE, acted as master of ceremonies. Harry Mayer, eastern talent director, Warners, selected the winners for the picture contracts, and Charles Grean, head, RCA-Victor's popular art-

tists and repertoire department, made the selection for the recording contract.

The Barry will be razed for a parking lot under a five-year lease. William



The Goldberg twins, Community Theatres, Detroit, welcome to the city Claire Phillips, famous American spy of World War II, who was in for the recent opening of the Allied Artists film based on her experiences, "I Was an American Spy," at the Bel-Air, Gratiot, Grand River, and Towne Drive-Ins in the city.



Stars of yesterday and tomorrow are seen recently at the Madison, Detroit, where they appeared in connection with U-I's "Hollywood Story," among them, Francis X. Bushman, Betty Blythe, Cindy Garner, and Judith Braun, and Frank Perry, manager and also the host.

Skirball, Cleveland exhibitor who owns the property, leased it to the William Penn Parking lots. The plans call for only the auditorium portion of the building to be torn down. The three-story front portion will remain. A unique parking lot entrance will be made by opening the centre of the building, formerly the theatre entrance and lobby as a driveway. The cashier's booth will be retained as a cashier cage. The upper floors will be retained as stock rooms for the tenants and office space for the parking lot. Skirball plans to dispose of the theatre equipment.

Ben Amdur, Garden, was a visitor to York, Pa., and his brother, in the refining business there. . . . Earl Gratton, assistant manager, Loew's Penn, vacationed in New England. His boss, William Elder, left the day after Gratton returned. . . . Ralph Buring is the new exploitation man for Paramount. . . . Marjorie Ann, daughter of Dave Fine-man, Rankin, Rankin, Pa., graduated from the University of Pittsburgh. She will continue to attend the university, seeking a master's degree.

Charlie Truran, National Screen salesman for West Virginia, started on his vacation but was obliged to leave for Meadville, Pa., when his father took

ill suddenly. . . . Construction on Route 80 has completely shut off traffic from the east to Rudy Navari's Eastwood, Eastwood, Pa. A detour via Wilkinsburg, Pa., is necessary to reach the house from Pittsburgh.

Judge Herbert A. Mook, Common Pleas Court, Meadville, Pa., ruled three of the four verdicts awarded the plaintiffs in lawsuits when the Park ceiling fell were excessive. He ordered \$2,000 subtracted from the amount originally awarded. The awards amounted to \$38,000.

Jack DeWaal, RKO home office, is working at the exchange. . . . The son of Ben Hanna, 20th Century-Fox shipper, in the air force for eight months and back home for leave, left for duty at Victorville, Cal., just prior to his parents' 23rd wedding anniversary. . . . Whip Wilson and Red Barry are booked for some personal appearances.

Harry W. Heinlein is the new district representative for the MPA Screen Broadcasts and Advertising Films, replacing William Stich, resigned. He will be assisted by C. R. Overley. . . . Robert W. Cannon, formerly city manager for Shea's, Cambridge, O., has been transferred to the same post in Bradford, Pa. He started with Shea's in Bradford. . . . Ray Allison, head, Allison Circuit, wants it known that he closed his theatre in Colver, Pa., because the coal company has mechanized its mines there, and now is using only 300 miners instead of 1200. He said, "Take 900 families out of a town, and what is any business worth?"

The former Lund building, Carmichaels, Pa., has been made available for use as a church of the Catholic faith by owners John and Werner Lund. It will be known as St. Hugh's Church. . . . The Blatt Circuit held its annual managers' meeting at the Whiteside Hotel, Maple Springs, N. Y. They had the hotel all to themselves.

The rainy weather of late has been welcomed by regular theatres but certainly not the drive-ins.



General Eduardo Gonzales Gallarza, Spanish air minister, Floyd Odlum, and the general's party were guests of Harry and Jack Warner when they recently toured Warners' studio during a visit to the coast. Seen from left, are Harry Warner, Gallarza, Virginia Mayo, and Jack Warner as they toured the lot.



Allen J. Lowe, chairman, Cleveland mayor's reception committee, presents the key to Cleveland to Claire Phillips as she arrived recently for Allied Artists' "I Was an American Spy," Hipp.



"Native dancers" were used recently by Frank Ferry, Madison, Detroit, to promote RKO's "Jungle Head Hunters."

Lee Vaupel, Cooperative Theatre booker, is back from a vacation visiting her husband, in service in the Carolinas. . . . Lee Hopkins, National Screen Service, is back after having minor surgery at Mercy Hospital. . . . The new officers for the Variety Club American Legion Post are Bob Kimmelman, commander; Morrie Berman, vice-commander; Bud Rosenberg, second vice-commander; Harry McCadden, treasurer, and William Kelly, sergeant-at-arms.

Irene Wolfson, secretary to Henry Burger, Warner Theatres publicity and advertising head, is spending part of her vacation in Cleveland. . . . James S. Retter, salesman for Warners, is a grandpop. His son is named James Robert and the grandson James Andrew.

Kentucky Louisville

The Grand, New Albany, Ind., reopened. It is owned and operated by the Switow Amusement Company, and is managed by Guy Roehm.

Al Green, projectionist, Twin Drive-In, left for Africa to participate in a big game hunt.

Out-of-town exhibitors seen included: A. N. Miles, Eminence, Ky.; Homer Wirth, Crane, Ind.; Mr. and Mrs. E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; Bob Enoch, Star-Lite Drive-In, Elizabethtown, Ky.;



Madame V. K. Wellington Koo, whose husband is Chinese Ambassador to the United States, recently visited her first motion picture studio. She is pictured on the "Come Fill The Cup" set at Warners with Mrs. Yi-Seng Kiang; James Cagney, and Corinne Griffith.



The Strand, Scottdale, Pa., recently attracted interest with this marquee copy.

George Lindsay, Lindsay, Brownsville, Ky.; C. D. Arnold, Arco and Melody, Bardstown, Ky.; Fred Belcher, Family Drive-In, Charlestown, Ind.; Dr. R. G. Webb, Webb, Livingston, Ky.; Lyell Webb, Webb, Burkesville, Ky.; J. C. Davenport, Warner, Salem, Ky., and Tex Richards, State, Crouthersville, Ind.

J. C. Hardesty, Hartford, Ky., is handling the operation of the Hill Crest Drive-In. . . . New Starke Cycloramic Screens are to be installed in the Grand and State, Elizabethtown, Ky., through Falls City Theatre Equipment.

In conjunction with "Inside the Walls of Folsom Prison," Mary Anderson, manager Cliff Buechel, arranged for a personal appearance of some of the stars and players who happened to be acting in a film being shot at Fort Knox, Ky., about 35 miles distant. Among those making the appearance were Steve Cochran, Phillip Carey, Paul Picerni, John Bradford, Gene Baxter, and George O'Hanlon.

A. N. Miles, owner-manager, Eminence, Eminence, Ky., was appointed by the Kentucky Association of Theatre Owners as chairman, state motion picture industry committee.

Mrs. Clyde C. Marshall, co-owner and manager, Columbian, Columbia, Ky., has been awarded a certificate for outstanding service and length of time

served as a member of the Kentucky Society for Crippled Children.

Out-of-town exhibitors seen included: Fred Belcher, Family Drive-In, Charlestown, Ind.; E. L. Ornstein, Ornstein Theatres, Marengo, Ind.; James L. Dunn, Paoli Drive-In, Paoli, Ind.; R. L. Gastrost, Victory, Vine Grove, Ky.; Rodger Davis, Grand, Lancaster, Ky.; George Jaegggers, Majestic, Seymour, Ind., and Clyde Marshall, Columbian, Columbia, Ky.

Bob Whayne is the new Rodeo manager.

Ohio Columbus

The Old Trail, West Broad Street neighborhood, Academy Circuit, has been closed, and is being converted into a bowling alley. . . . J. Real Neth, recovering from a recent operation, attended a trade screening of "Show Boat" at his Markham.

The Grandview, Drexel, Empress, and Hudson, Miles Circuit, and the three Miles drive-ins had a first-run of "The Man From Planet X" at increased admissions. . . . Charles Sugarman, manager, World, booked a first-run of Columbia's "The Brave Bulls."

Norman Nadel, theatre editor, The Citizen, was guest at a theatremen's lunch attended by Martin C. Burnett, Walter Kessler, Harry Schreiber, Al Sugarman, Lee Hofheimer, Charles Sugarman, and Fred Oestreicher.

Ernest Emerling, Loew's publicity chief, was a visitor. . . . The 32-foot model of the Cotton Blossom in "Show Boat" was scheduled for a local stop. Loew's Ohio held a preview of "Show Boat."

Patti Page was hostess at a dinner for the Ohio State Journal's "Family of the Week" during her stage date at Loew's Broad. . . . Robert Sokol, manager, Loew's Broad, is vacationing.

A majority of neighborhood houses which held a 60-day trial of the last main feature starting at 8:30 p.m. returned to the former schedule of two nightly showings of the main feature, at opening and closing. . . . Richard Secord, assistant manager, Loew's Broad, reported to the U. S. Military Academy to begin his cadet training. . . . John Rugg has been named manager. Uptown, subsequent-run. . . . Ernest Emerling, Loew's Theatres publicity director, was host at a press luncheon.

MGM's traveling 32-foot model of the "Cotton Blossom" seen in "Show Boat" was on display in front of Loew's Ohio. Frank Prater, WBNS disc jockey, played music from the "Show Boat" album from aboard the "vessel," and was named honorary captain.

Robert Slatzer, formerly a publicity assistant with 20th-Fox, and now with The Dispatch display ad department,

visited starlet Jean Peters during filming of 20th-Fox's Marlon Brando starrer, "Viva Zapata" in Texas.

Martin Smith, Toledo, president, Independent Theatre Owners of Ohio, paid high tribute to the late P. J. Wood, executive director of ITOO, in his first bulletin to the membership following Wood's death.

Hamilton

William Dodd, formerly with RKO, Cincinnati, but more recently manager of various houses in Boston, succeeded James C. Keefe, who resigned as city manager, Northio Circuit, in charge of the Paramount. Keefe accepted an executive post with the Louis Wiethe Circuit.

Springfield

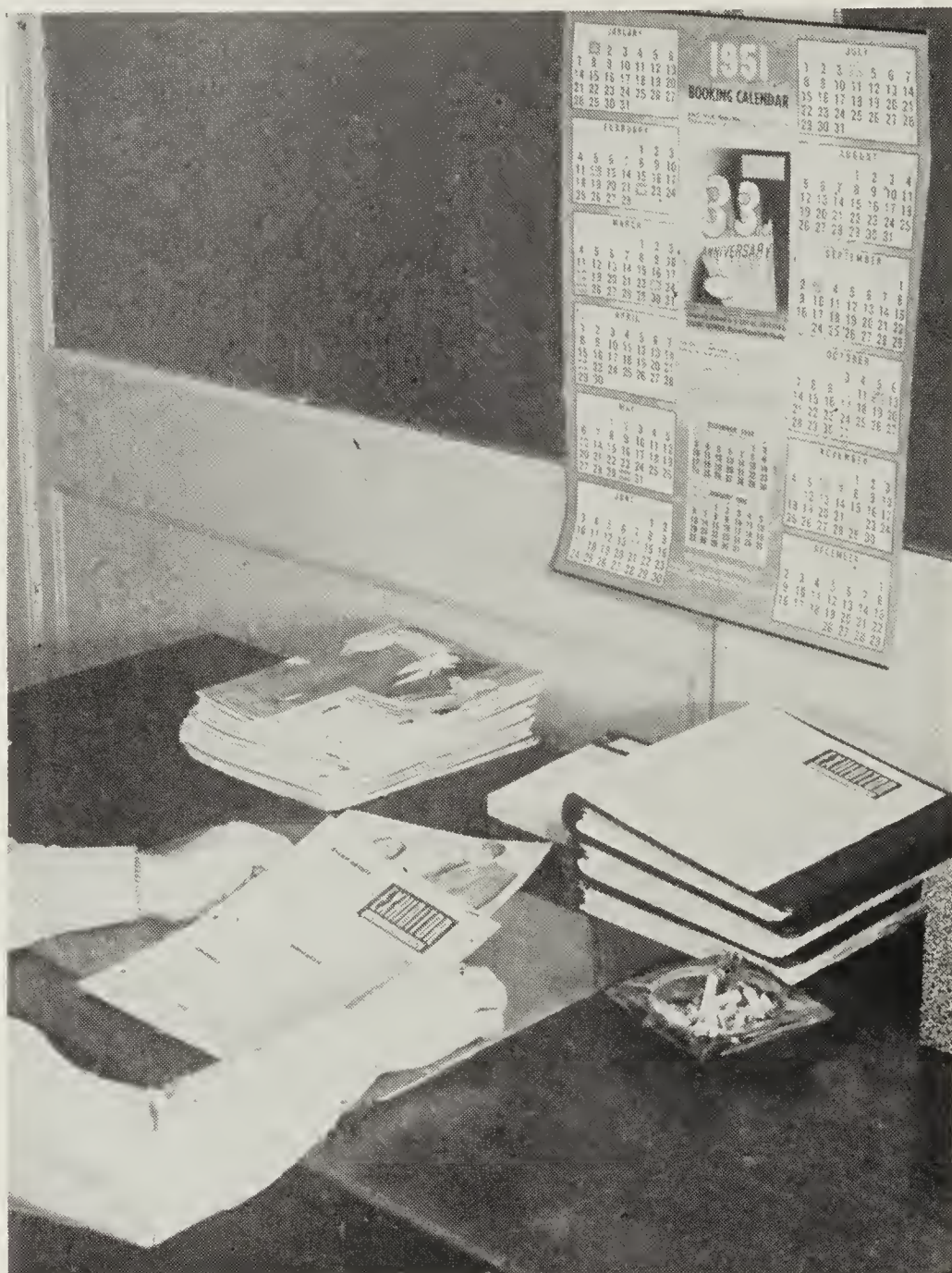
Before adjourning, the Ohio House of Representatives passed the following resolution: "Whereas, the members of the House of Representatives of the 99th General Assembly have recently learned with deep sorrow and profound regret of the untimely passing of Philip J. "Pete" Wood, Columbus, O., and whereas, he had earned the utmost respect and esteem of the members of this body with whom he came in contact during his services as legislative agent for and executive director of the Independent Theatre Owners of Ohio and, whereas, through his many and illustrious activities, he contributed largely to the welfare of his community, his state, and his country, therefore be it resolved that in token of our esteem for him and in tribute to his memory, we, the members of the House of Representatives, hereby express our most heartfelt sympathy over his untimely passing, and that we adopt this resolution by a rising vote, and cause the Clerk to have copy hereof spread upon the Journal." The State Senate passed a similar resolution.

West Virginia Charleston

The newly redecorated Greenbriar reopened. W. E. Lindberg is manager. J. C. Shanklin, Ronceverte, president, MPTO of West Virginia, and a national director, TOA, is owner of the refurbished house.



Noted recently on the coast set of Republic's "Wings Across The Pacific" are Wendell Corey and Vera Ralston with Republic President Herbert J. Jates.



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NEWS OF THE

Territory

Boston
Crosstown

William H. Doyle, 47, owner and managing director, Broadway, South Boston, died. Surviving are his widow, nine children, his father, his priest brother, and two sisters. Funeral services were held at Sacred Heart Church, Newton, Mass.

Albert J. Reith, projectionist, RKO, returned to work after a vacation spent in Philadelphia and Magnolia, Mass.

Phil Markell, Markell Supply, was the subject of a feature story written by Lawrence Dame in The Boston Sunday Herald. It hit the news because young hoodlums who were creating disturbances along Film Row, breaking windows, etc., were taken in tow by Markell, and given token jobs in his garden. Result, his backyard now resembles the public gardens.

Leon Task, Ideal, Milford, Mass., filed a civil suit in U. S. District Court against Interstate Theatres Corporation, operator, State, Milford, and State, Stoughton, Mass., eight majors, Republic, and Monogram seeking damages of several millions. Filed through the offices of George S. Ryan, the plaintiff alleges the defendants conspired to restrain and monopolize interstate trade and commerce in motion picture films by refusing to allow their films to be exhibited as second-runs in the plaintiff's theatre except with a 30-day clearance favoring the State, Milford. The suit also alleges that the plaintiff has been unable to operate on a first-run basis, and unfair competition has seriously injured his business and property. The suit is brought on four counts with sums up to \$500,000 for individual distributors and joint damages of \$2,000,000. George S. Ryan, attorney handling the suit for Leon Task, recently returned from two weeks in Atlanta, where he took depositions from Robert Wilby, Wilby-Kincey Circuit, and branch, district, and division managers of major distributors in the action of Fred S. Curdts vs. Greenville Enterprises, Inc., a similar case now pending in U. S. District Court of South Carolina. The local suit is expected to be ready for trial by fall.

Claire Phillips, whose life story is the basis of "I Was An American Spy," was due in for press and radio confabs.

Joe Mansfield, UA fieldman, was planning a contest on a Provincetown boat to pick the girl who most strongly resembles Mala Powers, femme lead in "Cyrano," Astor. Girls will be picked on each trip for a week, and winner of finals will be given a weekend at Provincetown. Another gimmick he's figur-



Carl Reardon was recently named New Haven branch manager for U-I, moving up from a Pittsburgh sales post.

ing on using is dressing several youthful fencers in Cavalier costumes, and staging jousts on Boston Common.

Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "Guilt Is My Shadow," parts 1 to 10. (Deletions: Word, "Hell," in part 1. Word, "Damned," twice, in part 3. Word, "Damned," in part 5. Word, "Hell," in part 5.) Monogram; "Hell's Gateway," parts 1 to 8. (Formerly "Silent Barriers") (Deletions: Eliminate scene showing Lou's bedroom and Steve adjusting his vest. Dialogue, "Gosh what a head—and the board looks pretty too—", to and including, "Help yourself.", in part 4.) Bell; "Strangers On A Train," parts 1 to 12. (Deletions: Dialogue, "Especially when you're going to have another man's baby.", in part 2. Dialogue, "She was a tramp.", in part 5.) Warners.

Patricia Hitchcock, featured in "Strangers On A Train," visited in behalf of the picture, which opens at the Metropolitan. Among her many activities, she appeared on WORL with Olive Ensleitinsler, with her recording to be played about 30 times daily for two weeks. She also appeared at City Hall in behalf of the Mayor's Field Day, selling tickets before thousands of people. She was also interviewed by Harold Cail, drama editor, The Portland, Me., Express Herald, for a special feature article tying in with the picture's playdate at the Civic, Portland. She was also interviewed by Priscilla Fortescue over CBS-WEEI; Bob Perry, ABC-WLAW, and Marjorie Mills, NBC-WBC. She met all local critics and Sunday feature writers at a large press reception in the Copley Plaza Hotel. Highlight of her visit was being guest of honor at the Boston Press Club, comprised of leading Boston fourth estaters. She also visited Cape Cod, where she was "Queen of Cape Clam Bake."

Further deletions ordered by the Bureau of Sunday Censorship include the following: "Girl In A Million," parts 1 to 10. (Deletions: Dialogue, "—damned dull—damned dangerous—", in part 1. Word, "mistress," in part 7). Distinguished; "The Hoodlum," parts 1 to 7. (Deletions: Eliminate scene showing Vincent and Rosa going into room after they kiss, in part 3. Dia-

logue, "Autopsy findings reveal . . .", to and including, "He loved Rosa too much.", in part 4. Dialogue, "But just because she belonged to your brother, . . .", to and including, ". . . unborn.", in part 7). United Artists; "Portrait Of Clare," parts 1 to 12. (Deletions: Eliminate entire scene in barn, in part 4. Dialogue, "But never before have I been called a silly old bitch.", in part 4. Dialogue, "She is an old bitch, aren't you Sly?", in part 4. Word, "Damn," in part 11). Monogram.

Film District

Continuing his series of regional meetings with members of the 20th Century-Fox sales organization throughout his territory, Arthur Silverstone, eastern and Canadian sales manager, brought the conclusions and experience gained at the company's Los Angeles convention before a gathering of the Atlantic division. Attending the conclave, which discussed the regional applications of the joint-action sales-advertising merger, were Ed Callahan, Atlantic division manager; J. M. Connolly, Boston branch manager; Sam Diamond, Philadelphia branch manager; Glenn Norris, Washington, D. C., branch manager; B. A. Simon, New Haven branch manager, and other key personnel. Following the playing of tape recordings of vital speeches made at the Los Angeles meeting, the delegates engaged in a round-table discussion as to how best to implement the new joint-action policy in their various situations to aid exhibitors in reaching greater grosses.

John Kane, Paramount salesman, has been named sales manager, Boston exchange. Kane replaces Jack Brown, recently promoted to the post of Buffalo branch manager. Head shipper William Hepburn has been promoted to booking department, replaced by his assistant, Jack McCarthy.

Variety Club members can thank "Red" Pierce, Altec, for the nifty picture on the club's TV set screen nowadays.

Martin J. Mullins, co-chairman, "Jimmy Fund"; Bill Koster, and Ed Cuddy attended a luncheon meeting of members of the Variety Club of Connecticut in New Haven recently. The Connecticut club pledged 100 per cent cooperation and support of the forthcoming "Jimmy Fund" drive, announcing the drive has been adopted as the tent's 1951 charity.

Approximately 100 members and guests attended the Variety Club outing and golf tournament at Pinebrook Country Club. Prizes were won by Morris Green, member, and Joe Mathieu, guest, for the lowest gross; Joe Cohen, member, and Jerry Govan, guest, second lowest gross; Seth Field, member, and Mel Green, guest, for low net. Prizes were also awarded to Lee Fields for nearest to pin and "Red" Pierce, second nearest to pin.

E. Harold Stoneman, Interstate, and his wife were spending several weeks

at the Mt. Washington Hotel, Bretton Woods, N. H. Son Irving and wife spent the holidays with them.

Nathan Yamins, Yamins Circuit, attended the 40th reunion of his class at Harvard recently. . . . Capitol Supply was installing RCA water-cooled lamps in the Sturbridge, Mass., Drive-In.

The Palace, Lowell, Mass., closed for the summer. . . . Art Moger, Warner publicist, was busy prepping ballyhoo for Warners' 25th anniversary of talkies, going in for heavy radio, TV plugs, as well as window tie-ins and newspaper space.

Louis Sternburg, Motion Picture Advertising, has been recalled to active service in the navy. Son of New England Theatre's Bob Sternburg, he's a pharmacists' mate. . . . Alden Peterson, district manager, Giles Circuit, was spending a couple of weeks in Wellfleet.

New Haven Crosstown

The Crown had Elliot Forbes in person with "Sideroad." . . . For "The Great Caruso," manager H. Cohn, Dixwell, planned music tieups. . . . Sam Hadelman, Grand, is spending his brief recreational moments at the Colony Beach Club. Division manager Harry F. Shaw, Loew's Poli, also relaxes at this club. . . . Sid Kleper and his College boys did some nice exploitation work for "Go For Broke."

Meadow Street

The annual Motion Picture Theatre Owners of Connecticut golf tournament will be held at the Racebrook Country Club, Orange, on Aug. 7. Luncheon, golf, and the awards dinner are again on the docket. George Wilkinson is chairman, Sam Weber, treasurer, Herman M. Levy, secretary, and Lou Brown in charge of publicity. Others on the committee include James Bracken, Ted Jacocks, Jim Darby, and Harry F. Shaw. Distributor committeemen include Ben Simon, Barney Pitkin, and Henry Germaine. Those desiring to take part in the tournament and activities may remit their check of \$12.50, which includes the cost for everything, to Weber at 39 Prout Street.

Bridgeport friends of Majestic projectionist Jerry Conboy, were glad to hear that he was recuperating. . . . The Waterford Drive-In, Waterford, gave lollipops to the first 1000 youngsters on a recent Sunday. . . . E. M. Loew's Farmington Drive-In, Bristol line, Route 6, opened. . . . Jerry Lewis, Republic branch manager, was in a White Plains Hospital recuperating from illness.

Circuits Loew Poli

Lou Cohen and Norman Levinson, Poli, Hartford, tied up with the Soap Box Derby, and gave a Red Skelton trophy to the winner. . . . Tony Masella, Poli, Meriden, had Popeye booked in.



Myer Stanzler and Al Clark are seen in Boston recently looking over the lucky horseshoe as they made plans in Boston for the Variety Club of New England's special "Day at the Races" slated at the Narragansett, R. I., Track.

Connecticut Hartford

Earl F. Erwin, eastern personnel supervisor, Hallmark Productions, Inc., is convalescing after a recent spinal operation here.

Paul W. Amadeo, general manager, Pike Drive-In, reports an effective weekly tie-up with The Record Shop, to play records over the theatre's public address system nightly prior to show time and also during intermission. The record store does not charge the drive-in for the use of the records.

George E. Landers, division manager, E. M. Loew Circuit, was busy at the 850-car capacity Farmington Drive-In, Farmington. A July 4 opening was planned, with Hector Frascadore, Bristol, serving as manager.

Manchester

Henry L. Needles, district manager, Warner Circuit, announced several promotions following resignation of Frank Morin, manager, Regal. Fred Raimo, manager, Circle, was shifted to managership, Regal, with Jack A. Sanson, manager, State, assuming duties of Manchester city manager, supervising both the State and Circle. Richard Danielson was named assistant manager, State.

North Conway

Graduation exercises of the North Conway grammar school were held at the North Conway.

Massachusetts Ludlow

Frank R. Burr, Burr, passed on recently. He was a veteran in the industry.

Lynn

A big program was put on by manager James Davis, Paramount, as chairman, special events, Chamber of Commerce outing. . . . Members of the indoor sports club of crippled adults were guests of manager Ed Myerson, Loew's Open Air.

Samuel Levy, Capitol; Mrs. Levy, and twin boys autoed through the White Mountains.

Springfield

The new Bing is due to open in the fall, with Larry Love, formerly of the Broadway, as manager. . . . The Round Hill Drive-In, after surmounting legal obstacles, is proceeding at full construction rate.

Film shows in liquor establishments are banned by the City License Commission in a regulation stating that "No moving pictures are to be shown in any cafe, hotel, club, or tavern." A commission member stated that the new ruling was designed to prevent unintentional sales to minors, which is sometimes difficult when movies are shown because it is so dark.

Samuel Goldstein, Western Massachusetts prexy, after a visit to the Red Cross blood bank, announced passes to the Paramount for anyone who has contributed five or more pints.

Nathan E. Goldstein, Arcade owner, announced a reduced admission for members of the armed forces in uniform. Men and women in uniform will be admitted on evenings, Sundays, and holidays for 40 cents, tax included. Regular price is 55 cents.

PARAMOUNT—Charles Abdow is back as full-time assistant. . . . Marjorie Granger, aide, is the bride of Sergeant David Fernandez. . . . Grace Knight left.

BIJOU—Joseph Lopardo, assistant, enlisted in the army. . . . John Pebold resigned. . . . Ralph Bencivenni observes his eighth year with the house.

ART—James Butman is now assistant. . . . Donald Clifford, assistant, resigned. . . . Bernice Nowak moved to Chicago. . . . Maureen V. Higgins is rounding out her seventh year as an aide.

New Hampshire Nashua

Old-fashioned ice cream was offered to the first 500 children attending a recent Saturday matinee at the State.

North Hampton

The local zoning board reversed its ruling which would have permitted Louis Fucci, Manchester, N. H., to build a drive-in on Lafayette Road. The board now feels that such construction is prohibited by the National Production Authority. Fucci, an engineer for the Federal Housing Authority, had had his request for permission to build a drive-in denied by North Hampton's board of zoning inspectors. He then appealed to the higher board, which granted him permission to build the theatre. The board has since held another meeting, and has announced that its ruling has been reversed. Attorney William W. Treat, counsel for Fucci, contends that the board has misinterpreted federal building regulations, and says he will ask the board for another hearing.

NEWS OF THE

Territory

New York City
Crosstown

Among recent marriages were those of Frances Horowitz, secretary to RKO's Robert Goldfarb, to Myron A. Jacobson, and of Lila Lipkin, secretary to Walt Disney's Charles Levy, to Sidney Goldwert.

Brandt will do the buying and booking for the Strand, North Tarrytown. . . . The Annex is no longer being booked by Island Theatre Circuit. . . . The Malboe, South Jamaica, L. I., recently shuttered. . . . Edwin James Ellinberger is the new operator of the Plaza, Freeport, L. I. Liggett-Florin will do the buying and booking. . . . Pete Hillman, office manager, Prudential, is enjoying a vacation. . . . Prudential executive Nat Harris is getting ready to move into that new home. . . . The Farmingdale, Farmingdale, L. I., opened.

Morton Pollack, formerly in the publicity department at Fabian, is now the advertising manager for Rodale Publications, Allentown, Pa. . . . Ed Garth's new assistant at Fabian is Steve Davis, formerly publicity director, WGLN, Glen Falls.

Brandt's Murray Hill, in cooperation with the Pan-America Art School, is sponsoring an exhibition of art in the lobby of the theatre. The exhibition is open to all students of art schools and to any non-professional artist outside the school who wishes to compete for a scholarship to the Pan-America Art School.

William L. Bell, European recording manager, Westrex Corporation, subsidiary of the Western Electric Company, returned from Paris for discussions with Westrex officials.



Margaret Leczer, who retired recently as William F. Rodgers's secretary at MGM, New York, after 25 years, is bade farewell by Rodgers at a dinner given by 60 MGM home office executives and associates. Her husband, William A. Blaha, Jr., is shown in center.



A check sealing the contract for "The River" was recently presented in New York City by Lucian Wachber, Pathe Cinema Corporation, which operates the Paris, New York City, to UA vice-president William J. Heineman, at right.



MGM's long range ballyhoo for the forthcoming "Quo Vadis" was responsible for this sign recently painted on Loew's State building, New York City.

The Paris announced that the world premiere of "The River" has been set for Sept. 10, to be shown on a reserved seat policy basis, two performances daily.

Twenty-five special screenings for more than 60 different groups representing various organizations, labor groups, medical groups, book publishers, airline stewardesses, department store workers, and newspapers and radio stations have been set by U-I as part of the record advance screening campaign on "Bright Victory," which has its premiere at the Victoria in August.

Russell Rouse, United Artists producer, associated with Clarence Greene, was in for conferences with UA vice-presidents William J. Heineman and Max E. Youngstein on national distribution and promotion plans for "The Well," most recent Rouse-Greene production for Harry M. Popkin.

Milton Berle, Jack Carter, and Danny Thomas headed the list of Broadway night owls on hand for Barry Gray's "Prowler Performance" of the new United Artists drama, "The Prowler," at the Criterion for the benefit of a fresh air fund for New York youngsters.

Filmmakers' RKO release, "Hard, Fast, and Beautiful," Astor, had the biggest



Harry Foster, who produced and directed "Future Major Leaguers"; Don Mueller, Giant outfielder, and Larry Morris, Criterion, New York City, recently were on hand to take a look at the board advertising Columbia's short.



This fencing exhibition on the campus of the University of Buffalo, Buffalo, opened the recent campaign for Columbia's "Lorna Doone," Lafayette.

promotion of any RKO release in New York this year. Sponsored by The Journal-American for its War Wounded Fund, with 100 per cent of the proceeds going to the GI's, the showing was attended by civic leaders and many celebrities. Among them were Sally Forrest and Robert Clarke, who, with Claire Trevor, star in the Ida Lupino-directed film.

Claire Phillips, famed American spy in the Philippines during World War II, was officially welcomed at a reception in the City Hall by Mayor Vincent R. Impellitteri. She arrived from Philadelphia, where the film recently had its Pennsylvania premiere, for the opening of Allied Artists' "I Was An American Spy" at the Holiday. In pre-picture opening activities, she was interviewed by Inez Gerhard, syndicated newspaper columnist whose writings appear in 2,000 papers; was a guest on the "Luncheon at Sardi's" program over MBS; was interviewed by Hy Gardner on the "Next Week In New York" show; appeared on Margaret Arlen's CBS television show and on Bill Stern's television Kinescope show and his live show, "Starlite at the Astor."

Loew's State announced a "Sweethearts" contest to be run in conjunction with Universal-International's "The Prince Who Was A Thief." A Defense Bond and 25 passes to see "The Prince



This was the scene in Kingston when the Walter Reade Kingston recently presented Paramount's testimonial to postmasters in connection with "Appointment With Danger." City Judge John M. Cashin, left, makes the presentation to postmaster William R. Kraft, assistant postmaster Robert E. Meeker, and Kenneth S. Williams, post-office personnel chief, while Hervey Keator, second from right, Walter Reade Theatres, watches proceedings.



The Walter Reade Park Avenue, New York City, recently ran a horse-drawing contest in connection with Fine Arts' "Tony Draws A Horse," and the judges, shown inspecting one of more than 700 entries, were, from left, Stan McGovern, The New York Post cartoonist; actor Robert Alda, cartoonist Ham Fisher, and Joyce Matthews, stage and TV star. Noel Meadows, Fine Arts' special representative, helped set up the contest.

"Who Was A Thief" will be awarded to the writers of the longest lists of famous screen sweethearts.

George Jessel, 20th Century-Fox producer, arrived to attend dedication ceremonies in Philadelphia at the Haym Solomon Memorial and to consult with Treasury Department officials on the new bond campaign.

The new Warner, formerly the Strand, was the scene of ceremonies commemorating Warners' 25th anniversary of modern talking pictures and the renaming of the famous Broadway showplace in honor of the late Sam Warner. Martin Starr, WINS, was master of ceremonies on a radio show broadcast from the lobby, interviewing the personalities and notables. On the program of events was a demonstration of the newly-installed RCA instantaneous television projector. A special featurette, titled "The Voice That Thrilled The World," made up of famous scenes taken from memorable

Brandt Asks Aid From Senators

NEW YORK—Harry Brandt, president, Independent Theatre Owners Association, last week wrote U. S. Senators Herbert H. Lehman and Irving M. Ives to enlist their aid in defeating that portion of the 1951 Revenue Bill which would exempt non-profit organizations from the 20 per cent federal admissions tax:

"I would like to call your attention to a section of the 1951 Revenue Act which would exempt charitable, religious, and educational institutions, including co-operative and community center motion picture theatres, from payment of the federal 20 per cent admissions tax. Under the proposed law, such exemptions would be permitted as long as the net earnings of these non-profit organizations did not inure to the benefit of private individuals or stockholders.

"On behalf of the Independent Theatre Owners Association of New York, I wish to register a vigorous protest against that section of the measure. It

talking pictures through the years, was shown as part of the premiere program.

Drive-In managers in the Walter Reade Theatres walked off with first prizes for the months of April and May in the "Manager-of-the-Month" competition conducted by the circuit. First prize in April went to Al Lidman, manager, Lawrence Drive-In, Trenton, N. J., and first in May was won by Hervey Keator, manager, 9W Drive-In, Kingston. Lidman also tied for second in May. John Balmer, city manager, Plainfield, N. J., took second place in April. Guy Hevia, city manager for the six Reade Theatres in Asbury Park, N. J., tied with Lidman for second in May. The "Manager-of-the-Month" contests have been suspended for the summer months, and have been replaced by a big "Summer Sweepstakes" in which prizes totaling \$3,000.00 will be awarded.

New Jersey Asbury Park

The Monmouth County Federation of Holy Name Societies protested the



U-I's Ann Blyth, recently returning from a trip to Europe, signed the visitor's book at Radio City Music Hall, New York, and is seen here with Russell V. Downing, executive vice-president.

unfairly discriminates against privately-owned amusement enterprises. Enactment of such a law would create unfair competition which would aid fly-by-night promoters at the expense of the government and responsible business interests.

"This legislation, once passed, would be an open invitation to unscrupulous promoters to tie themselves up with worthy charities at fat salaries which are not reflected in net earnings. There are at least 100 theatre owners in the ITOA, and probably many more, who would gladly volunteer to give up their theatres to worthy causes in order that they might draw reasonable salaries. And it could be done very easily with the monies that would be exempted from federal admission taxation, which would be more than sufficient to pay the salaries, and still permit a net earnings to the charity. If this law passes, it might very well happen.

"I would appreciate your making known these views to the various members of the Senate Finance Committee, and urge that you do everything you possibly can to see that this section of the bill is eliminated."

showing of "Bitter Rice" at the Lyric. Despite the protest, the run was not interrupted.

"Miss Jersey Shore" will be chosen this summer by the Mayfair, where the final crowning will be held at the end of the season after a series of 10 preliminary contests every Monday night on the Mayfair stage.

Newark

Harold Widenhorn, district manager, Warner Theatres, Hudson County, was vacationing. . . . Joe Minsky, booker, Warner Brothers Jersey Circuit, was married to Thelma Barab, Atlantic City, at the Germantown Jewish Center, Philadelphia, Pa. The couple left for a two-week honeymoon to Bermuda, and will reside in East Orange, N. J.

Jack Reilly, manager, Branford, has been recalled into the service as a major in the signal corps. . . . Nancy Lou Kane, daughter of Edward Kane, manager, Regent, Elizabeth, N. J., and the late Mrs. Kane, was married to James Wagner, Union, N. J.



Sally Forrest, left, star of RKO's "Hard, Fast, and Beautiful," was on hand in New York City recently as Mrs. Douglas MacArthur bought some tickets for the benefit opening at the Astor.



Alleyn McLerie, playing opposite Ray Bolger in WB's "Where's Charley," is shown on her recent arrival in England, where the production will be filmed.

Clem Murphy, manager, Ritz, Elizabeth, N. J., who has been out ill, is improving. . . . Ray Williams, who resigned as manager, Sanford and Castle, Irvington, N. J., has gone into the meat business in Bergen County.

Hannah Bailin, Warner Theatres booking department, was vacationing. . . . William Weiss, who took a leave of absence, is back at his post as manager, Montauk, Passaic, N. J.

New York State Albany

Sam Rosen, Fabian vice-president, stated last fortnight that loudspeakers would be set up outside Fabian's Palace tonight (July 12) to enable the expected overflow crowd to hear the blow-by-blow account of the Layne-Marciano bout, the next exclusive theatre telecast.

Buffalo

A fencing match on a top television sports show, with the participants dressed in costumes similar to those worn by Richard Greene and his adversaries in the film, sparked William Brereton's campaign for Columbia's "Lorna Doone" at Basil's Lafayette. Brereton arranged for two fencing coaches at the University of Buffalo to stage an exhibition on the campus. Advantage was also taken of the national tie-up between Columbia and the National Biscuit Company's Lorna Doone biscuits. A prominent disc jockey created interest.

The Motion Picture Theatre Owners of New York State, Inc., went on record in opposition to section 1701-A of the new tax bill which provides exemption from admission tax for entertainment sponsored by religious, educational, charitable and other groups. The MPTO believes that under the proposed new tax law, elimination of the 20 per cent tax on such "non-profit" events would encourage even greater unfair competition to private enterprise. All exhibitors are urged to hop on the band wagon, and contact their Senators, Irvings M. Ives and Herbert H. Lehman, to voice their opposition.



Producer Bert Friedlob and John Rosenfield, Jr., 20th-Fox, are seen with EXHIBITOR's Mel Konecoff at a recent reception for the producer in New York.



A prominent New York store recently dressed up its window as a tieup with Columbia's "Family Circus," Astor.

Eddie Meade, publicity director, Shea Circuit, and Fay Mirti, M. and N. Distributing Company, MGM records outlet, held a special screening of "Show Boat" for music dealers and radio disc jockeys.

A farewell testimonial luncheon was tendered to Ed Fitzgerald, Paramount branch manager, in the Variety Club rooms. He has been recalled to active service as a colonel, and was presented with a set of traveling bags. Jack Brown has been appointed branch manager for Paramount. He hails from Boston, where he was sales manager for the past three years.

Fred Itzenplitz, Shea's Kensington manager, was on vacation. . . . Don Measer replaced Leonard Jozwiak as manager, Shea's Teck.

Dorothy Gammel, Gammel Circuit, gave a garden party and variety shower at her home in Pomeroy Park, Eggertsville, in honor of the bride-elect, Patricia A. O'Shea, daughter of Mable and E. K. O'Shea, Paramount vice-president, prior to her wedding. Shirley Kallet also tendered a lovely luncheon and personal shower at the Hotel Sheraton in honor of her life-long friend. Edna Drew, sister of Mrs. O'Shea, gave a luncheon and linen shower at her summer residence at Thunder Bay.

Rochester

Edward L. Hyman, vice-president, United Paramount Theatres; Max Fell-



Newsstands throughout the Broadway area recently helped ballyhoo the coming of Paramount's "Ace in the Hole" when it played the Globe, New York.



The Globe, New York, dressed up its front in this manner for the recent showing of Columbia's melodrama, "M."

erman, executive-booker, and Al Sici-gano, booker, visited Paramount houses here, and told managers greatly improved Hollywood products will reach the screens in about six weeks.

Howard Carroll, Strand, dropped Italian films for the summer, and closed the house two days, leaving operations only on Tuesday and Friday nights with combined films and "Bingo." . . . The Regent tried nine-cent admissions for kids under 12 as a summer draw.

(Continued on next page)



Armand Denis, center, explorer who won the Adventurer's Club award for 1950 for his RKO release, "Savage Splendor," is shown in New York City as he recently signed with RKO to make a full-length African adventure film. At left is RKO Pathe President Harry Michaelson, while Ned E. Depinet, RKO Radio president, is pictured at the right.



On location in New York City for Paramount's "Anything Can Happen," director George Seaton, right, recently took time out to talk with trade press reporters Tom Canning, Frank Leyendecker, Alan Ames, Joe Priore, and EXHIBITOR's Mel Konecoff, at right.



Maurice Bessy, leading French editor, recently renewed acquaintance on the coast with Billy Wilder, producer-director, Paramount's "Ace In The Hole," during a Paramount studio visit.



"Is it
too late,
Doctor?"

It's *not* too late for Americans who go to their doctors at the *first sign* of any one of cancer's 7 danger signals: (1) any sore that does not heal (2) a lump or thickening, in the breast or elsewhere (3) unusual bleeding or discharge (4) any change in a wart or mole (5) persistent indigestion or difficulty in swallowing (6) persistent hoarseness or cough (7) any change in normal bowel habits.

Guard yourself against cancer. Phone the nearest office of the American Cancer Society or simply write to "Cancer."

American Cancer Society

EYEING THE

Exchanges

NEW YORK—The Hotel Astor was the site for a regional meeting of 20th Century-Fox's Buffalo, Albany, and New York exchanges. Eastern and Canadian sales manager Arthur Silverstone conducted the session, which was attended by the branch managers and salesmen of the three exchanges. Martin Moskowitz, Empire State division manager, went over the main points of the company's recent Los Angeles convention. Other members of the New York exchange who attended were: Joe St. Clair, assistant to Moskowitz; Abe Dickstein, branch manager, and salesmen Alex Arnsvalder, Moe Kurtz, and Mike Nuzzola.

MGM—Brooklyn booker John Cunniff is back after his vacation. . . . Annette Ginsberg, booking clerk, was enjoying her vacation in Canada. . . . That new girl in the office is billing clerk Jeanette Guss. . . . Sales clerk, Loretta Dziemawka, was away on her vacation. . . . Mario Mirra, night shipper, was on the job again after his vacation. . . . Switchboard operator Ruth Fruchtzweig was accepting birthday congratulations. . . . Cashier Norman Starr is back after that Florida respite.

U-INTERNATIONAL — Marilyn Meyerson, typist, resigned. . . . Typist-clerk Goldy Ostrofsky is on vacation. . . .

(Continued from preceding page)

The late Neal Murphy's will left a \$294,413 estate, included 150 shares of Empire Drive-In, Inc., valued at \$7,100. . . . Manager Arthur Krolick, Paramount, was vacationing, Louis Thompson, Regent, supervising both theatres.

Thomas Murray, relief manager, Schine's State, reported to police that a thief grabbed the theatre's money bag containing \$300. . . . Jimmie Hayes, Strand, took over a weekend manager job at the Capitol. . . . Jim Dorofy, assistant manager, Regent, was ill, and Richard Gramlick assumed his duties.

Gradon Hodges, Empire Drive-In, opened his new miniature golf course. . . . Manager Francis Anderson, Cinema, tried a Saturday midnight show.

Local 253, motion picture operators, paid tribute to President Louis Levin and business agent Fred Boekhout at a testimonial breakfast in appreciation of their service. Inscribed gifts were given them. Charles Mason, Sr., William Ingram and Charles Mason, Jr., arranged the event.

—D. R.

Syracuse

Chester B. Bahn, editor, Film Daily, has been vacationing on his palatial estate near the city.

—J. J. S.

The booking department's Abe Bunis left. . . . Rhoda Solomon is the new typist.

MONOGRAM—Frances High is on her vacation. . . . Assistant branch manager Jack Farkas started his vacation. . . . Contract clerk Mary Taglianetti resigned. . . . Grace Cordova, booking clerk, was promoted to contract clerk.

RKO—Biller Judy DiMaggio is on her vacation. . . . Bookkeeping machine operator Evelyn Vitulis is back after her brief respite. . . . Stenographer Claire Vass recently handed in her resignation. . . . Filing clerk Edith Feight is on vacation. . . . Sonny Packard is back after her vacation. . . . Biller Frances Atlas is back after illness. . . . The folks are now awaiting the results of the "Ned Depinet Drive."

UNITED ARTISTS—Assistant cashier Muriel Schlieder resigned. . . . James Mooney, Edward Franke, and Nick Constantin, auditors, resigned. . . . Office manager Myron Starr was accepting birthday congratulations. . . . Howard Hengstler, head, playdate department, resigned. Neil Astrin, formerly with ELC, replaces. . . . Secretary Gloria Patrizo left. . . . The new secretary is Zelda Goldstein, formerly with ELC. . . . Jake Flax was around.

20TH CENTURY-FOX—Shipper Jerry Goldstein is back after his vacation. . . . Secretary Hannah Zimmerman started her vacation. . . . New Jersey salesman, Moe Kurt, is a real vet. He recently became a grandfather for the third time. It was a six-and-one-half-pound girl. . . . Secretary Bess Allen Goldstein was off on that vacation. . . . The recent boat ride was the finest.

REPUBLIC—Contract clerk Lynn Ehrlich has been promoted to bookkeeping machine operator. . . . The shipping department's Mary Nicola is now handling the job of contract clerk.

RAMBLIN' 'ROUND—Lennie Taylor, Skouras booker, resigned. . . . Former ELC branch manager John McKenna was recently appointed district manager for Souvaine Selective Pictures. . . . Moe Kerman and Joseph Feider, president and vice-president, respectively, Favorite, joined with Jack Dietz and Hal Chester to form Mutual Films Corporation, national independent production-distribution organization. . . . Ann Christake is the new typist at Favorite. . . . Ann McLoughlin, Warners, is back after her respite. . . . Island Theatre Circuit booker Irv Baron is proud about his daughter, Phyllis, winning cash and a certificate as the second prize in a statewide essay contest. . . . Ellis Gordon, formerly a salesman with ELC, has been appointed manager, Souvaine Selective Pictures Boston office. . . . The Hempstead, L. I., Turnpike Drive-In, had some unexpected excitement when a monkey, used for a promotional stunt, got loose. Exhibitor Jack Flax got a nice story in the press.

—ARNOLD FARBER

NEWS OF THE

Territory

Philadelphia
Crosstown

William Greenfield's Ambassador closed on July 5, and the Sherwood reopened on July 8.

Several people were arrested when police raided the Casino projection booth, and claimed to have found them engaged in horse race betting involving nearly \$1,000. The police said they found slips containing 75 horse bets and a radio in the booth tuned in for results.

The Palace, Atlantic City, reopened for the summer season on July 7. Ben Zimmerman, last at the Lincoln Drive-In, is managing. The house will try burlesque and exploitation films, opening with "Hollywood Peep Show."

The S-W Columbia is a Friday, Saturday and Sunday, and holiday operation for the rest of the summer.

Vine Street

Condolences are extended to Mrs. Ida Silverman, bookkeeper, Local 307, whose husband, Frank, 54, projectionist, S-W Avon, died of a heart attack on his way home from work. . . . Her co-workers at Republic and her many friends on the street welcomed back Henrietta Weinberg, up and around after her recent accident.

Geraldine Dyman is the new stenographer at Lippert. . . . Rose Kaplan, Lippert stenographer, was on vacation. . . . Eleanore Krasney, 20th-Fox book-er's secretary, celebrated another natal day. . . . The many friends of Addie Gottschalk, RKO salesman, were glad to hear that his wife was recuperating from an operation at Hahnemann Hospital.

Gloria Spirt, who used to be a member of EXHIBITOR's staff, gave birth to a four-pound, 15-ounce baby girl at Northern Liberties Hospital. She has many friends on the street who were glad to hear the news.

Circuits
Stanley-Warner

Warners' "Fort Worth" was pre-viewed at the Ardmore, Broadway, Circle, Colonial, Midway, 69th Street, Uptown, and Yorktown.

Managerial changes moved Barney Cohen from the Lane to the Uptown; Ben Blumberg, Uptown to 69th; Jim McHugh, 69th to Ardmore; Jack Allen, Fern Rock to Lane; Bob Anderson, Columbia to Lansdowne; Chet Woerner, Lansdowne to Cross Keys, and Charlie Cohen, Cross Keys to Leader. Jerry Weissler, former Leader manager, resigned.

Mickey Indictor is Paul Castello's new secretary, and adds very nicely to

the fourth floor scene. . . . Abe Zayon and Bill Ryder are now acting as relief managers in Johnny Roach's territory. . . . Al Plough, Stanton manager, left for his vacation as did Ronald Gillam, publicity department. . . . Bernice Herman, A. J. Vannie's secretary, is spending her vacation at the San Souci, Miami, Fla.

District of Columbia
Washington

James S. Carbery, manager, RKO Keith's, has been named city manager, Rowley United Theatres, Little Rock, Ark. The Rowley Circuit, whose headquarters is in Dallas, operates eight theatres and two drive-ins in Little Rock. This group of 10 theatres will be under Carbery's supervision.

THEATRE ADVERTISING—Mrs. Frances Segal was substituting in the office during the out-of-town stay of Ben Segal.

MGM—There have been recently quite a few promotions, Vivian Kelley, from chief contract clerk to division manager Rudy Berger's secretary; Dot Small to chief contract clerk; Edith Hislop from contract clerk to assistant branch manager Paul Wall's secretary; Pat Shifflett, from switchboard operator to contract clerk, and Kitty Cornell, from accounting department to contract clerk.

RKO—Miss Eveleyn Dewhir, Edin-berg, Ill., has assumed a position as biller. . . . Tommy Lowe, assistant shipper, went to New Jersey on his vacation. . . . Mr. Jack Goldstein, from Sol Lesser's office, was in on "Kon-Tiki." . . . Miss Doris Dungan went to Colonial Beach, Va., on a vacation. . . . Charley Hurley, salesman, returned from a trip through his southern territory. . . . Cecil Curtis, general manager, Galax Amusement Corporation, advised that his company will open a new drive-in in Galax, Va., about Aug. 15. Frank Jones, Midway Drive-In, will also break ground for a drive-in on the outskirts of Galax.

COLUMBIA—Fred Sapperstein has assumed the position of booker. . . . Claude Ringer, night shipper, returned from his vacation. . . . Mrs. M. A. Satterfield is the new typist clerk. . . . Mrs. Harriet Feldman resigned her position as switchboard operator.

NATIONAL SCREEN SERVICE—George Nathan returned from a tour.

SANDY—Fred Sandy flew to New York. . . . Hal Gilbert, Princeton, W. Va., was in visiting.

MONOGRAM—Mrs. Ann Hanower, cashier, celebrated her 23rd wedding anniversary. . . . Miss Judith Glickman has been transferred to booker clerk.

UNITED ARTISTS—Mike Siegel, salesman, is recuperating from an automobile accident. . . . Jerome Safron, eastern district manager, was in. . . . Mrs. Molly Brown, biller, spent a week-end in Breezy Point, Md. . . . Mrs. Elizabeth Toepfer left for her vacation.

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It is IMPORTANT that you send us a copy of your program each week, no later than Tuesday. In this way, we can best serve you. Someone, maybe the booker, or perhaps yourself might forget to record a booking.

By sending us a copy of your program, we will be able to check any mistakes.

Please continue to wrap and address properly your return advertising so that it can be delivered to the right exchange.

IMPORTANT

Don't put your return film in the lobby until all your patrons have left after the last show.

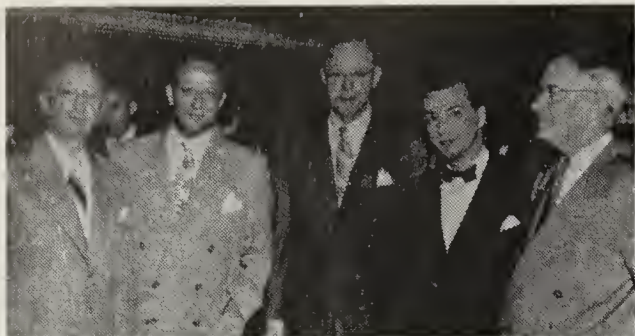
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MEMBER NATIONAL FILM CARRIERS, Inc.



When WB held its "Look Forward" screenings at the S-W Aldine, Philadelphia, recently, among those on hand, in the usual top to bottom, left to right, order were: Jay Emanuel, EXHIBITOR publisher; Sidney Samuelson, Lou Finske, Ted Minsky, and WB branch head Bill Mansell; Sam Milgrim, Norman Lewis, and Charles Stiefel; Bob Niesenson, Lester Krieger, J. Minsky, P. Castello, and Ted Schlanger, Stanley-

Warner Theatres; Phil Gerson, Al Davis, Mansell, and I. Epstein; Byron Linn, Harold Hirschberg, Schlanger, and Mansell; Krieger, Charles Beilan, Frank Blum, Ben Green, Bud Bache, and Robert Blum; Linn and John Roberts; Beilan, R. Eichengreen, Mrs. Sidney Samuelson, Max Korr, Krieger, Bill Humphreys, and George Reister, and Jack Mahan, Tom Jones, and F. Kovaletz, all of whom were impressed with the films.

WARNERS—C. Georgiana is secretary to Pete De Fazio, branch manager.

U-I—Walter Bangs, cashier, went to Atlantic City on his vacation. . . . Jack Keegan returned from his vacation in upstate New York. . . . Julia McDermott assumed the position of secretary, and Lucilla Russel is biller.

REPUBLIC—Mrs. Janie Sims went on her vacation. . . . Sam Tabor, salesman,

visited his son at camp at Mt. Airy, Md. . . . Maynard Madden, salesman, spent a weekend at North Beach, Md.

KAY—H. C. Copeland, Norfolk, Va., was in.

LIPPERT — Bill Michaelson had a head-on collision. His car is a wreck. . . . Jerry Murphy, Virginia salesman, has been out a couple of weeks as the result of an operation. . . . Miss Emily Benfer, booker, had a delicate eye operation.

PARAMOUNT—Peter Badesco, shipper, was on his vacation in Boston. . . . Luther Buchanan, booker, returned from his vacation.

20TH-FOX—Miss Marion Bowen, Mrs. Sara Young's secretary, left for a three-week vacation. . . . Miss Leona Gunsberg, student booker, visited friends in New Jersey.

WARNER THEATRES — Miss Dolores Bellin left on her vacation. . . . The Warner Club held a party for its members of the Washington zone at O'Donnell's Maryland farm, complete with dancing and a late buffet supper. Search for a "male Miss Washington" stunt portrayed by several managers had everyone in stitches, particularly when Harry Lohmeyer did his famous dance in appropriate costume. . . . Frank La Falce returned from his vacation in South Orange, N. J.

PLAYHOUSE—Victor J. Orsinger, general manager, Dupont and Playhouse, returned from Daytona Beach, Fla.

A benefit premiere of "Kon-Tiki" will be held on July 17 at the Du Pont. This benefit, sponsored by the Washington Academy of Science, will be for the purpose of raising funds for the Science Fairs in Washington for junior and senior high schools.

At Loew's Palace, Angie Ratto, manager, is convalescing from illness.

Delaware Wilmington

Popular Joe Bergin has been appointed manager, S-W Strand, York, Pa. . . . G. Earl Smith, manager, S-W Queen, was vacationing. Edward L. Kenly, assistant manager, S-W Queen, was temporarily supervising the Queen and S-W Arcadia. Lee Levy, manager, S-W Arcadia, was admitted to the Delaware Hospital for tests and observation. . . . Paul Marsden, manager, S-W Towne, was transferred to manager, Virginia, Atlantic City. . . . Earle G. Finney, manager, S-W Ritz, was also supervising the Towne, with the help of Samuel Smith, assistant manager. . . . John Behringer, Jr., S-W Warner, was vacationing. . . . Jayne Collins, S-W Warner, was going to Atlanta on her vacation. . . . Jim Carroll and Leon Syfrit joined the S-W Warner.

—HENRY L. SHOLLY

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When the Virginia exhibitors held their recent convention in Richmond, Va., among those caught by Stewart Tucker's camera, in the usual left to right, top to bottom fashion were: Morton G. Thalhimer, Arthur L. Mayer, Jack Groh, and Max Youngstein; Ben Somma, Mrs. D. H. Covington, Jerry Murphy, Mrs. Ben Somma, and D. H. Covington; Mr. and Mrs. Julian Gordon, Leonard Gordon, Jerome Gordon, Ben Caplon, Mr. and Mrs. Earle Westbrook, and George

Nathan; B. C. Talley, Frank Wolf, Jr., Bill Hettrick, and Fleet Robinson; Senator Ben Pitts registering while George Peters watches; Sampson Pike, Mr. and Mrs. Olmstead Knox; Leonard Gordon, Mrs. Lollie C. Whitehead, Jack Rumsey, and wife, Jean, and Morton G. Thalhimer, Jr.; Buck Stover, Jake Flax, Chris Geohegan, and James B. O'Gara, and Sam Bendheim, Jr., Wade Pearson, Leo Greenwood, and B. K. Terwilliger. Other photos will appear in subsequent issues.

During Rodney Collier's absence from the Stanley the reigns of management were in the capable hands of Joe Liberto, assistant manager. . . . It's grandfather again, fourth time, for projectionist Sam Isaacs, Stanley. . . . Joe Grant, Northwood, has refrigeration space and lockers for the shoppers at the Northwood Shopping Center.

It was good to see MGM's 'Dolph Berger and his lovely lady, Mrs. Grace Berger, fishing from the famous Annie B, under the guidance of Captain Rodie Langley, Solomon's Island. . . . Also down for a weekend of fishing were the Charles Stofbergs, the Ed Watkins, and the Allan Paynes. . . . Seen out on the Bay in his yacht were Washington builder Kemp Mohler and his frau.

Louis Shecter, advertising executive and owner of several neighborhood theatres, was on his way to Europe.

Leonardtowntown

George Parks, Ingelside, Cal., is new at the New and St. Mary's. . . . Jack Fruchtmann, treasurer, St. Mary's, New and Park, was supervising the readying of the new drive-in at California, Md., on Three Notch State Road. . . . The Calvert County Tuberculosis and Health Association sponsored "So This Is Washington" at the D. and L., Solomon's Island. Proceeds went toward helping Calvert patients.

Pennsylvania Harrisburg

When the 32-foot trailer carrying a miniature showboat toured advertising "Show Boat," Mayor Claude R. Robins

was made honorary captain, and "Red" McCarthy, Harrisburg disc jockey, was presented with a miniature model.

Miss Sally Wymard "is growing old gracefully" in the office of the State, her boss, Gerry Wollaston reported on her birthday.

Spike Todorov, assistant manager, State, and his mother both celebrated their birthdays.

Ken Steckline, assistant manager, Loew's, was in charge of the promotion for "I Was An American Spy," featured by the appearance of Claire Phillips.

For "Fabiola," Gerry Wollaston, manager, State, had comic heralds distributed, set up four window displays,



Jack O'Brien, left, general sales manager, RCA theatre television, and Ted Schlanger, Stanley-Warner zone manager, examine a display in the lobby of the Stanley, Philadelphia, heralding the recent LaMotta-Murphy fight telecast.

and had a department store feature a "Fabulous Fabiola" sundae.

Walter Talun paid a one-day visit promoting "David and Bathsheba." The

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TRADE SCREENINGS

PHILADELPHIA

RKO (250 North 13th). July 11, 10:30, "His Kind of Woman" (Robert Mitchum, Jane Russell); 17, 2:30, "Flying Leathernecks" (John Wayne, Robert Ryan, Don Taylor) (Technicolor); 30, 2:30, "Happy Go Lovely" (David Niven, Vera Ellen, Cesar Romero) (English-made) (Technicolor).

completion of the first week's tour on the itinerary of giant "Goliath" on behalf of Darryl F. Zanuck's "David and Bathsheba" has proved successful. A total of six cities in the Pennsylvania area was covered during the first week, starting in Philadelphia, and carrying through to Allentown, Bethlehem, Easton, Reading, and Harrisburg. Activities included TV and radio appearances, department store tie-ins, Community Chest promotions, and motorcades through the various towns.

Pottsville

Edward J. Flanagan, "Mr. Theatre," died in Good Samaritan Hospital after several weeks' illness. Beginning as an extra stage hand at the old Academy of Music back in the late '80's, and working later in the Slater, he eventually became stage manager, Hippodrome. He stayed at the Hip until it closed in the spring of 1950, serving that house for 37 years. He was active until his retirement in Pottsville local, IATSE.

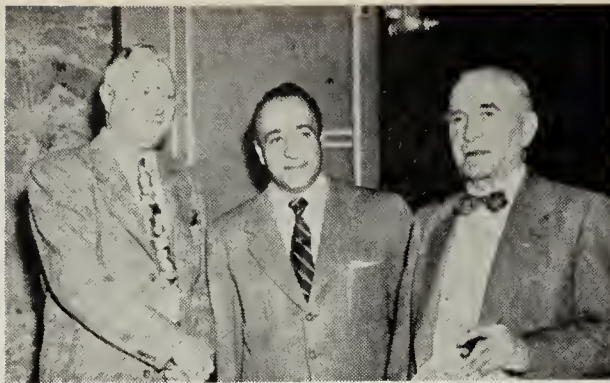
Reading

Theatres here staged midnight shows the night before July 4. . . . "Goliath," the seven-foot four-inch giant in 20th Century-Fox's "David and Bathsheba," made personal appearances in the lobby of the Embassy, Paul E. Glase, manager, and also on the grounds at the Reading Drive-In and the Mt. Penn Drive-In.

Manager Birk Binnard, Warner, staged a "dog obedience" test along with the showing of "Lassie" in "The Painted Hills." The stage demonstration was arranged by Binnard with the Berks County Dog Training Club, which brought a number of champion collie dogs to the theatre.



Manager M. A. Sargent, Atlantic Drive-In, Pleasantville, N. J., recently had two of his field men costumed as Bill Maudlin's famed "Willie" and "Joe" to tour the resort area in his campaign to promote U-I's comedy, "Up Front."



Among those who attended the recent Washington screenings of WB's "Look Forward" features were, in the usual left to right, top to bottom, order: George Crouch, WB's Pete DeFazio, and Lou Garman; Lloyd Wineland, DeFazio, and Jerry Wagner; John Broumos, Curtis Hildebrand, Mike Leventhal, and George Wheeler, and Leon Bach, DeFazio, Jack Fruchtman, and Harry Bachman, all of whom were impressed.

Television companies, stringing cables over the mountains of Schuylkill County, some extending into Berks County, are becoming more active in the Schuylkill coal region area. Recently, Hamburg Borough Council, in Berks, approved a request by a Schuylkill company for permission to set up a mast and a community TV cable in the borough, subject to the company's getting a lease with a private property owner for a tower site. In Schuylkill Haven, Borough Council granted a similar permit to the Brockton Television Company to erect a mast and to string community cables, subject to the granting of approval by borough engineers, as the borough owns its electric plant. Summit Hill Borough Council recently passed an ordinance imposing a tax on the television tower and the community cable of the Panther Valley Television Company. The Panther Valley company has gone into equity court, asking for a writ of injunction, and declaring that the tax is illegal and the ordinance unconstitutional.

York

One of the largest parking lots in the downtown mercantile area, site of the former Orpheum and the Old York Opera House, was sold. . . . The Rialto, up for sale, instituted a Saturday and Sunday policy.

Joseph Bergin, S-W district manager, is now managing the Strand. . . . Paul Harvey, with Stanley-Warner 23 consecutive years and last manager, Capitol, resigned to become manager, Southern, owned by Charles MacDonald. . . . Nathan F. Watkins, recently transferred to the Ritz, is back at the Capitol. A new manager for the Ritz was to be named.

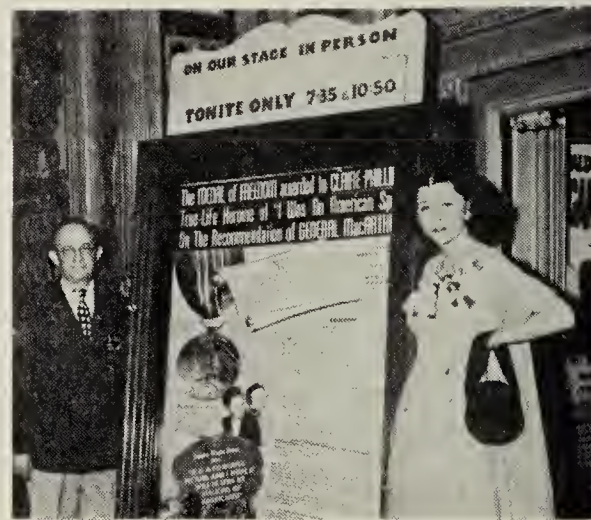
A world premiere of "The Whistle at Eaton Falls" is being planned here next month at the Southern, with plenty of hoopla and ballyhoo.

Virginia Richmond

Lou Golding and Herman Nowitsky were in for the initial exclusive theatre television at the National. The event was given much publicity by Floyd Stawls. Admission price was \$1, including tax, and the regular feature was also shown. The theatre will televise the next exclusive theatre TV fight tomorrow night (July 12).

Pat Leary and Tripple Caldwell, projectionists, spent their vacations in North Carolina fishing. . . . Addie Stewart, Colonial, sprained his ankle a week before vacation time, and expects to stay at his cottage down on the river for several weeks. . . . Sympathy goes to Charles Jackson, State service staff, who recently lost his sister, Mrs. Cora Norment. . . . Bernice Alley, State, spent the weekend at Buckroe Beach. . . . Layton Ives, Park manager, vacationed at home while Frank Silveri took over. . . . Thelma Hayward is new at the Grand. . . . The wife of Otis Bugg, National, was in the hospital for a slight operation.

—S. T.



Claire Phillips, whose war experiences are told in Allied Artists' "I Was An American Spy," is pictured at the recent Philadelphia opening at the S-W Stanton with manager Al Plough.

Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvorak, Gene Evans, Douglas Kennedy—Okeh exploitation bet—86m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Rod Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA18).

TO BE REVIEWED OR IN PRODUCTION

DISC JOCKEY—Tom Drake, Jane Nigh, Ginny Simms.
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor)—(AA20).

Columbia

(1950-51 releases from 301 up)

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).
BRAVE BULLS, THE—D—Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).
CHINA CORSAIR—ACD—Jon Hall, Lisa Ferrodady, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue—(316).
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferrodady, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).
HURRICANE ISLAND—AD—Jon Hall, Mourie Windsor, Marc Lawrence—Okeh lower half entry—70m.—see July 18 issue—(Supercinecolor).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LIGHTNING GUNS—W—Charles Starrett, Smiley Burnette, Gloria Henry—Okeh series entry—55m.—see Dec. 20 issue—(361).
LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).
"M"—MD—David Wayne, Howard deSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
REVENUE AGENT—MD—Douglas Kennedy, Jean Willies, Onslow Stevens—Okeh for the duallers—72m.—see Dec. 20 issue—(312).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).
SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—89m.—see May 9 issue—(Technicolor)—(330).
SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).
SIROCCO—MD—Humphrey Bogart, Maria Toren, Lee J. Cobb—Bogart draw will make the difference—98m.—Leg.: B—see June 6 issue.
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(315).
SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
STAGE TO TUCSON—W—Rod Cameron, Wayne Morris, Kay Buckley—Good western—82m.—see Dec. 20 issue—(Technicolor)—(334).
TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—68m.—see Mar. 14 issue—(352).
TEXAS RANGERS, THE—W—George Montgomery, Gale Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinecolor)—(325).
TWO OF A KIND—MD—Edmond O'Brien, Elizabeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—(350).
VALENTINO—BD—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).
WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinecolor)—(339).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).

EXHIBITOR

SERVISECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 46, No. 10

JULY 11, 1951

YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).
BONANZA TOWN—Charles Starrett, Smiley Burnette—(367)—56m.
BOOTS MALONE—William Holden, Johnny Stewart, Stanley Clements.
CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
CHAIN OF CIRCUMSTANCE—Margaret Field, Richard Grayson, Marta Mitrovich.
CORKY OF GASOLINE ALLEY—Scotty Beckett, Jimmy Lydon, Susan Morrow.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette.
DEATH OF A SALESMAN—Fredric March, Mildred Dunnock, Cameron Mitchell.
FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.
FOURPOSTER—Rex Harrison, Lilli Palmer.
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.
JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.
JUNGLE MANHUNT—Johnny Weissmuller, Sheila Ryan, Bob Waterfield.
KID FROM AMARILLO, THE—Charles Starrett, Smiley Burnette.
LADY AND THE BANDIT, THE—Louis Hayward, Patricia Medina, Suzanne Dalbert—79m.
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).
MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).

MOB, THE—Broderick Crawford, Betty Buehler, Otto Hulett.
MY SIX CONVICTS—John Beal, Millard Mitchell.
NEVER TRUST A GAMBLER—Dane Clark, Cathy O'Donnell, Tom Drake.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PECOS RIVER—Charles Starrett, Smiley Burnette.
PICKUP—Beverly Michaels, Hugo Haas, Allan Nixon.
PURPLE HEART DIARY—Frances Langford, Judd Holdren, Tony Romano.
SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).
SCANDAL SHEET—Broderick Crawford, John Derek, Donna Reed.
SMALL WONDER—Robert Cummings, Barbara Hale, Jeff Donnell.
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
VALLEY OF FIRE—Gene Autry, Pat Buttram, Russ Hayden.
WAR CRY—George Montgomery, Audrey Long, Howard St. John.
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter.

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.
SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion. Abbreviations following titles indicate type of picture.

ACD—Action drama
AD—Adventure drama
ACMU—Action musical
ADMD—Adult melodrama
BD—Biographical drama
BIDMU—Biographical drama with music
C—Comedy
CAR—Cartoon feature
CD—Comedy drama
CDMU—Comedy drama musical
CFAN—Comedy fantasy
CFANMU—Comedy fantasy musical
CMD—Comedy melodrama
CMU—Comedy musical
COMP—Compilation
COSMD—Costume melodrama
D—Drama
DFAN—Drama fantasy
DMU—Dramatic musical
DOC—Documentary
DOCD—Documentary drama
DOCMD—Documentary melodrama
ED—Educational feature
F—Farce
FAN—Fantasy
FANMU—Fantasy musical
FMD—Factual melodrama
FMU—Farce musical
HISD—Historical drama
MDMU—Melodrama musical
MD—Melodrama
MUC—Musical comedy
MUCD—Musical comedy drama
MU—Musical
MUSAT—Musical satire
MUW—Musical western
MY—Mystery
MYC—Mystery comedy
MYCM—Mystery comedy musical
MYD—Mystery drama
MYMD—Mystery melodrama
MYMU—Mystery musical
MYW—Mystery western
NOV—Novelty
OPC—Operatic comedy
OPD—Operatic drama
OD—Outdoor drama
OMD—Outdoor melodrama
PD—Psychological drama
ROMC—Romantic comedy
ROMCMU—Romantic comedy musical
ROMD—Romantic drama
ROMDMU—Romantic drama with music
SAT—Satire
SCD—Sex comedy drama
TRAV—Travelogue
W—Western
WC—Western comedy
WCMU—Western comedy musical
WD—Western drama
WMD—Western melodrama
WMDMU—Western melodrama musical
WMU—Western musical

Lippert

(SCREEN GUILD)

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BANDIT QUEEN—MD—Barbara Britton, Barton MacLane, Willard Parker—Good meller for the duallers—69m.—see Dec. 20 issue—(5011).
DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).
FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 14 issue—(5015).
G.I. JANE—CMU—Jean Porter, Tom Neal, Iris Adrian—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).
KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).
LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marie Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).
PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).
ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
SAVAGE DRUMS—ACD—Sabu, Lita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).
STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).
3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, into the duallers—71m.—see Jan. 31 issue—(5006).
Virginia Grey—Familiar western melodrama will fit

TO BE REVIEWED OR IN PRODUCTION

FBI GIRL—Cesar Romero, George Brent, Audrey Totter—(5002).
HOME TOWN BOY—Harold Lloyd, Jr., Cathy Downs—(5022).
LEAVE IT TO THE MARINES—Sid Melton, Mara Lynn, Fritz Feld—(5005).
LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler—(5004).
PRESENT ARMS—Joe Sawyer, William Tracy—(5023).
SKY HIGH—Sid Melton, Mara Lynn—(5024).
VARIETIES ON PARADE—Jimmy Mulcahy, Mildred Mulcahy, Paul Gordon—(5020).
YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore—(5019).

Metro

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(118).
EXCUSE MY DUST—CMU—Red Skelton, Solly Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue—(129).
GREAT CARUSO, THE—DMU—Mario Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
GROUNDS FOR MARRIAGE—C—Van Johnson, Kathryn Grayson, Paula Raymond—Pleasing comedy—91m.—see Dec. 20 issue—Leg.: B—(114).
HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
KIM—HISTD—Errol Flynn, Dean Stockwell, Laurette Luez—Picturization of classic is crammed with merchandising angles—113m.—see Dec. 20 issue—(Technicolor)—(Made in India)—(185).
KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor).
NIGHT INTO MORNING—D—Ray Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor).
ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).
STRICTLY DISHONORABLE—CMU—Ezio Pinza, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—84m.—see July 4 issue—Leg.: B—(131).
TERESA—D—Pier Angeli, John Ericson, Patricia Collinge—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy).
THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Maria Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjou—(Technicolor).
AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caron, Oscar Levant—(Technicolor)—(122).
ANGELS IN THE OUTFIELD—Paul Douglas, Janet Leigh, Jonathan Cott.
BANNER LINE—Sally Forrest, Keefe Brasselle, Lionel Barrymore.
BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel.
CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—79m.—(Made in England).
ENEMY, THE—George Murphy, Nancy Davis, Lewis Stone.
COUNTY LINE—Walter Pidgeon, John Hodiak, Audrey Totter.
IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Frederic March, William Powell, Gary Cooper.
JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.

LAW AND THE LADY, THE—Greer Garson, Michael Wilding, Marjorie Main—(136).
LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).
LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
MAN WITH THE CLOAK—Joseph Cotten, Barbara Stanwyck, Louis Calhern.
NORTH COUNTRY, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscolor).
PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).
PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
QUO VADIS—Robert Taylor, Deborah Kerr, Leo Genn—(Technicolor)—(Made in Italy).
RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
SCARAMOUCHE—Stewart Granger, Janet Leigh.
SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.
UNKNOWN MAN, THE—Walter Pidgeon, Ann Harding, Lewis Stone.
WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson, John McIntire.

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
CALL OF THE KLONDIKE—MD—Kirby Grant, Chinook, Anne Gwynne—Okeh programmer for the lower half—66m.—see Dec. 20 issue—(4920).
CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—see July 4 issue—(5116).
CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
COLORADO AMBUSH—W—Johnny Mack Brown, Myron Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
GYPSY FURY—COSD—Viveca Lindfors, Christopher Kent, Johnny Chambo—Interesting import—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lols Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).
MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).
NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
OUTLAWS OF TEXAS—W—Whip Wilson, Andy Clyde, Phyllis Coates—Series average—56m.—see Dec. 20 issue—(4945).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myron Healey—Good series entry—57½m.—see May 24 issue—(4952).
RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).
SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
VICIOUS YEARS, THE—D—Tommy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1 issue—(Originally distributed by Film Classics)—(5191).
YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—61m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

FLIGHT TO MARS—Marguerite Chapman, Cameron Mitchell—(Cinecolor).
FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor).
JOE PALOOKA IN HITCH-HIKE KILLER—Joe Kirkwood, James Gleason, Cathy Downs.
LET'S GO NAVY—Leo Gorcey, Huntz Hall, Charlita.
LONGHORN, THE—Wild Bill Elliott, Phyllis Coates, Zon Murray.
MONTANA DESPERADO—Johnny Mack Brown—(5143).
OKLAHOMA JUSTICE—Johnny Mack Brown, James Ellison, Phyllis Coates.
STAGECOACH DRIVER—Whip Wilson, Fuzzy Knight, Gloria Winters.
VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart.

Paramount

(1950-51 releases from 5001 up)

ACE IN THE HOLE—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—89m.—see Apr. 25 issue—(5019).
AT WAR WITH THE ARMY—F—Dean Martin, Jerry Lewis, Polly Bergen—Star draw will make the difference—93m.—see Dec. 20 issue—(5014).
CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
DEAR WIFE—C—William Holden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—89m.—see Apr. 25 issue—(Technicolor)—(5020).
LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
LET'S DANCE—MU—Betty Hutton, Fred Astaire, Roland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help exploitable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84½m.—see July 4 issue—(5024).
QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
REDHEAD AND THE COWBOY, THE—OMD—Glenn Ford, Edmond O'Brien, Rhonda Fleming—Names should help interesting outdoor melodrama—82m.—see Dec. 20 issue—(5015).
SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).
WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar.
CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor)—(5104).
DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Mona Freeman—(5108).
DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor).
DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix—(5111).
EAGLES OF THE NAVY—Alan Ladd, William Bendix.
FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone—114m.—(5101).
HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor)—(5109).
LUMBERJACK AND THE LADY, THE—John Payne, Richard Arlen, William Demarest.
MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
PLACE IN THE SUN, A—Montgomery Clift, Elizabeth Taylor, Shelley Winters—122m.—(5102).
RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).

RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart—(5103).
 SILVER CITY—Yvonne DeCarlo, Edmond O'Brien, Barry Fitzgerald—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.
 SUBMARINE COMMAND—William Holden, Nancy Olson, William Bendix.
 WARBONNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow.
 WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor)—(5106).

RKO

(1950-51 releases from 101 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor).
 BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast moving outdoor show—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).
 COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—83m.—see Jan. 3 issue—(109).
 CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
 DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—65m.—see Jan. 3 issue—(112).
 FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B—(116).
 GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
 GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue—(120).
 HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87½m.—see June 20 issue—(English-made)—(Technicolor).
 HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Farrest, Carleton Young—Interesting drama has the angles for selling—78m.—see June 6 issue—(119).
 HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
 JOAN OF ARC—HISD—Ingrid Bergman, Jose Ferrer, Francis L. Sullivan—Regular release of roadshow has plenty of selling angles—118m.—see Oct. 25 issue—(Technicolor)—(165).
 JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—65m.—see May 9 issue—(Technicolor)—(177).
 KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue—(173).
 LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
 MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—70m.—see Mar. 28 issue—(114).
 PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—90m.—see Feb. 28 issue—Leg.: B—(171).
 SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue—(117).
 SEALED CARGO—MD—Dana Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).
 TARZAN AND THE AMAZONS—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Reissue has the angles—76m.—see Dec. 20 issue—(170).
 TARZAN AND THE LEOPARD WOMAN—MD—Johnny Weismuller, Brenda Joyce, Johnny Sheffield—Okeh "Tarzan" reissue—72m.—see Dec. 20 issue—(169).
 TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
 THEY GOT ME COVERED—F—Bop Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue—(352).
 THING FROM ANOTHER WORLD, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly-interesting, well-made exploitation entry—87m.—see Apr. 11 issue—(174).
 TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).
 UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor)—(452).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
 BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
 BLACKBEARD THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
 BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinecolor).
 FLYING LEATHERNECKS—John Wayne, Robert Ryan, Janis Corter—(Technicolor).
 GIRL IN EVERY PORT, A—Groucho Marx, Morie Wilson, William Bendix, Don DeFore.
 HALF-BREED, THE—Robert Young, Janis Carter, Jack Buettel—(Technicolor).
 HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
 HIS KIND OF WOMAN—Robert Mitchum, Jane Russell.

HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
 I WANT YOU—Dana Andrews, Dorothy McGuire, Farley Granger—(Goldwyn).
 IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
 LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
 LILI MARLENE—Lisa Daimely—(English-made).
 MACAO—Robert Mitchum, Jane Russell, William Bendix.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brody—(Trucolor).
 NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
 ON DANGEROUS GROUND—Robert Ryan, Ida Lupino, Ward Bond.
 ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
 OVERLAND TELEGRAPH—Tim Holt, Richard Martin, Gail Davis.
 PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
 RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.
 RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
 ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
 SLAUGHTER TRAIL—Brian Donlevy, Gig Young, Virginia Grey.
 SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
 TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
 BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh "western"—55m.—see Jan. 3 issue—(5066).
 BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).
 CALIFORNIA PASSAGE—OMD—Forrest Tucker, Adele Mara, Jim Davis—Well-made outdoor melodrama—92m.—see Dec. 20 issue—(5005).
 CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguilera—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
 DAKOTA KID, THE—W—Michael Chapin, Eilene Janssen, James Bell—Routine western—60m.—see July 4 issue—(5067).
 DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
 FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).
 HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
 IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).
 INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
 JUNGLE STAMPEDE—DOC—George Breakstan, Yorke Coplen, native cast—Okeh exploitation entry—60m.—see Aug. 16 issue—Leg.: C—(Made in Africa)—(4922).
 LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clarke, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men").
 MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
 MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
 NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
 OH! SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).
 PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—For the lower half—60m.—see Jan. 17 issue—(5023).
 PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
 REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
 ROUGH RIDERS OF DURANGO—W—Allan "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
 SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
 SECRETS OF MONTE CARLO—MD—Warren Douglas, Lois Holl, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
 SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
 SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
 THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).
 TRAIL OF ROBIN HOOD—W—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—67m.—see Dec. 20 issue—(Trucolor)—(4946).
 TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brody—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).

WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF CAPTAIN FABIAN—Errol Flynn, Michelle Priele, Vincent Prince, Agnes Moorehead.
 ARIZONA MANHUNT—Michael Chapin, Eilene Janssen.
 DESERT OF LOST MEN—Allan "Rocky" Lane, Mary Ellen Kay, Russ Elliott.
 FLIGHT FROM FURY—Penny Edwards, Robert Clarke, Roy Barcroft.
 FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kay, Chubby Johnson.
 FUGITIVE LADY—Janis Paige, Binnie Barnes, Eduardo Cionnelli—78m.—Leg.: B—(Made in Italy)—(5011).
 HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
 HONEYCHILE—Judy Canova, Eddy Foy, Jr., Alan Hale, Jr.
 LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
 PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez.
 QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Color).
 RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
 RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
 SEA HORNET, THE—Rod Cameron, Adele Mara, Adrian Booth.
 SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
 UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.
 UTAH WAGON TRAIL—Rex Allen, Penny Edwards.
 WINGS ACROSS THE PACIFIC—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up)

(1951 releases from 101 up)

AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
 BIRD OF PARADISE—ROMD—Lavis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
 BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Reissue)—(Technicolor)—(056).
 CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
 FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).
 FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
 FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
 GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
 HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).
 HALLS OF MONTEZUMA—ACD—Richard Widmark, Walter Palance, Reginald Gardiner—Outstanding war drama—113m.—see Dec. 20 issue—(Technicolor)—(103).
 HOUSE ON TELEGRAPH HILL, THE—D—Richard Basehart, Valentina Cortes, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
 I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).
 I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rory Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).
 JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Reissue)—(Technicolor)—(057).
 KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).
 KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Reissue)—(Technicolor)—(150).
 LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
 MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).
 MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Reissue)—(Technicolor)—(152).
 ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(115).
 RAWHIDE—WMD—Tyrone Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).
 RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Reissue)—(Technicolor)—(058).
 SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—(123).

SMOKY-OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Reissue)—(Technicolor)—(043).

SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Corday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercolor)—(106).

TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzi Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).

THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Reissue)—(Technicolor)—(151).

13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful meller—85m.—see Jan. 31 issue—(Made in Canada)—(107).

U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).

YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

ANNE OF THE INDIES—Louis Jourdan, Debra Paget, Jean Peters—(Technicolor).

BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy—(Technicolor).

CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy Mel Ferrer.

DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).

DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.

DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).

DESERT FOX, THE—James Mason, Cedric Hardwicke, Jessica Tandy.

EAST IS EAST—Don Taylor, Cameron Mitchell, Marie Windsor, Yoshito Yamaguchi.

LET'S MAKE IT LEGAL—Claudette Colbert, Macdonald Carey, Zachary Scott.

FIVE FINGERS—James Mason, Micheline Prele, Michael Rennie.

FRIENDLY ISLAND—William Lundigan, Jane Greer, David Wayne—(Technicolor).

GOLDEN GIRL, THE—Dennis Day, Mitzi Gaynor, Dale Robertson—(Technicolor).

I'LL NEVER FORGET YOU—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor).

KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).

LOVE NEST—William Lundigan, June Haver, Marilyn Monroe.

LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).

MABEL AND ME—Dan Dailey, Corinne Calvet.

MARRIAGE BROKER, THE—Jeanne Crain, Scott Brady, Thelma Ritter.

MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).

MAN OF TWO WORLDS—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor).

MILLIONAIRE FOR CHRISTY, A—Fred MacMurray, Eleanor Parker, Richard Carlson.

MR. BELVEDERE RINGS THE BELL—Clifton Webb, Joanne Dru—(124).

NO HIGHWAY IN THE SKY—James Stewart, Glynis Johns, Marlene Dietrich—(Made in England)—(121).

OLD SOLDIERS NEVER DIE—Richard Basehart, Gary Merrill, Rory Calhoun.

PEOPLE WILL TALK—Cary Grant, Jeanne Crain, Hume Cronin.

RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).

RETURN OF THE TEXAN—Gregory Peck.

SONG IN MY HEART, A—Susan Hayward, Rory Calhoun, David Wayne, Thelma Ritter—(Technicolor).

VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.

WAIT TILL THE SUN SHINES NELLIE—Gary Cooper, Anne Baxter.

WHAT IS MY SIN?—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.

WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Tarrell—Routine western—56m.—see June 6 issue—(ELC).

BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British meller—84m.—see Jan. 31 issue—(English-made)—(ELC).

CATTLE QUEEN—W—Maria Hart, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue—(ELC).

CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(ELC).

CYRANO DE BERGERAC—ROMD—Jose Ferrer, Mala Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).

FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).

FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Sirk).

FOUR IN A JEEP—D—Viveca Lindfors, Ralph Meeker, Joseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).

HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting meller is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Aileen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(Schwarz)—(ELC).

KOREA PATROL—DOCMD—Richard Emory, Benson Fong, Teri Duna—Timely exploitation entry has the angles—57m.—see Dec. 20 issue—(ELC).

LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—86m.—see Mar. 14 issue—(English-made)—(ELC).

MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Corwin).

MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).

MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(ELC).

MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(ELC).

MY OUTLAW BROTHER—see My Brother The Outlaw—(ELC).

NAUGHTY ARLETTE—D—Mai Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spots—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).

NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).

ODETTE—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).

OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(Neame).

ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnell Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(ELC).

PREHISTORIC WOMEN—NOV—Laurette Luez, Allan Nixon, Mara Lynn—Novelty has loads of exploitation angles—74m.—see Dec. 20 issue—Leg.: B—(Cinecolor)—(ELC).

PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).

QUEEN FOR A DAY—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air bally—107m.—see Mar. 28 issue—(Stillman).

SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspery).

SECOND FACE, THE—D—Ella Raines, Bruce Bennett, Rita Johnson—Dramatic entry will fit into the duallers—77m.—see Dec. 20 issue—Leg.: B—(ELC).

SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).

SKIPALONG ROSENBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).

SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(ELC).

ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).

SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(ELC).

THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made)—(ELC).

THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting meller will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wilder).

TIMBER FURY—ACD—David Bruce, Laura Lee, Nicla Di Bruno—Routine dualler—63m.—see Aug. 2 issue—(ELC).

TWO GALS AND A GUY—C—Robert Alda, Janis Paige, James Gleason—Fair entry for the duallers—69m.—see June 20 issue—(Arent)—(ELC).

WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue—(ELC).

WICKED CITY, THE—MD—Marla Montez, Jean-Pierre Aumont, Lilli Palmer—Mediocre import—75m.—see Dec. 20 issue—(French-made)—(ELC).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).

ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emlyn Williams—(English-made)—(Angel).

BIG NIGHT, THE—John Barrymore, Jr., Preston Foster, Babel Smaney—(Waxman).

CAIRO ROAD—Eric Portman—(English-made)—(ELC).

CLOUDBURST—Robert Preston, Elizabeth Sellars, Harold Lang—(ELC).

FORT DEFIANCE—Dane Clark, Ben Johnson—(Melford).

MISTER DRAKE'S DUCK—Douglas Fairbanks, Jr., Yolande Donlan—(English-made)—(Angel).

OBSESSED—David Ferrar, Geraldine Fitzgerald—(ELC).

PARDON MY FRENCH—Merle Oberon, Paul Henreid—(ELC).

RIVER, THE—(Made in India)—(Technicolor)—(McEl-downey).

SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).

VOLCANO—Anna Magnani, Geraldine Brooks—110m.—Leg.: B—(Italian-made)—(ELC).

WELL, THE—Richard Rober, Barry Kelly—(Popkin).

WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France)—(ELC).

Universal-International

(1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).

AIR CADET—ACD—Stephen McNally, Gall Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).

APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).

BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).

CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chill Wills—Pleasing western—77m.—see July 18 issue—(Technicolor).

COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).

DOUBLE CROSSBONES—CMU—Donald O'Connor, Helena Carter, Will Geer—Entertaining program—75½m.—see Dec. 20 issue—(Technicolor)—(119).

FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the duallers—77m.—see Apr. 11 issue—(120).

FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).

GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).

HAMLET—D—Laurence Olivier, Eileen Herlie, Basil Sydney—Regular release of roadshow offers distinct possibilities for many houses—153m.—see Oct. 25 issue—(English-made)—(101).

HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).

HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).

IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight meller—83m.—see July 18 issue.

KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).

LITTLE BALLERINA—DMU—Yvonne Marsh, Marlon Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).

MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).

MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).

MYSTERY SUBMARINE—MD—Macdonald Carey, Marta Toren, Robert Douglas—Fair program—77½m.—see Dec. 20 issue—(106).

OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(English-made)—(113).

PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).

SADDLE TRAMP—W—Joel McCrea, Wanda Hendrix, John Russell—Name draw should be a strong factor—77m.—see Aug. 30 issue—(Technicolor)—(928).

SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).

TALES OF THE WEST (No. 2)—MUW—Tex Williams, Shirlee Allard, Smokey Rogers—Two-story feature comprising "Fargo Phantom" and "Coyote Canyon"—Okeh compilation of two musical westerns—69m.—see Oct. 25 issue—(5102).

TALES OF THE WEST (No. 3)—MUW—Tex Williams, Smokey Rogers, Deuce Spriggins—Two-story feature comprising "Kustlers' Ransom" and "Gold Strike"—Okeh compilation of two musical westerns—53m.—see Dec. 20 issue—(5103).

TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—Two-story feature comprising "Western Courage" and "Ready To Ride"—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).

TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war meller—90m.—see Jan. 31 issue—(111).

TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).

UNDER THE GUN—MD—Richard Conte, Audrey Totter, John McIntire—Interesting programmer—83m.—see Dec. 20 issue—(109).

UP FRONT—C—David Wayne, Tom Ewell, Marlna Bertl—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).

TO BE REVIEWED OR IN PRODUCTION

BATTLE OF APACHE PASS—John Lund, Jeff Chandler, Beverly Tyler—(Color).

BRIGHT VICTORY—Arthur Kennedy, Peggy Dow.

BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).

CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).

CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).

DOOR, THE—Charles Laughton, Boris Karloff, Sally Forrest.

FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.

FLAME OF ARABY—Maureen O'Hara, Jeff Chandler, Maxwell Reed—(Technicolor).

GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
HERE COME THE NELSONS—Ozzie, Harriet, David and Ricky Nelson.
LADY FROM TEXAS, THE—Howard Duff, Mona Freeman, Josephine Hull—(Technicolor).
LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
MEET DANNY WILSON—Frank Sinatra, Shelly Winters, Alex Nicol.
LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor).
MARK OF THE RENEGADE—Ricarda Montalban, Cyd Charisse, J. Carrol Naish—(Technicolor).
POOL OF LONDON—Bonar Colleano, Renee Asherson, Moria Lister—(English-made).
RAGING TIDE, THE—Shelley Winters, Richard Conte, Stephen McNally.
REUNION IN RENO—Mark Stevens, Peggy Dow, Gigi Perreau.
THUNDER ON THE HILL—Claudette Colbert, Ann Blyth, Robert Douglas.
TREASURE OF FRANCHARD, THE—William Powell, Julia Adams, Charles Drake—(Technicolor).
WEEKEND WITH FATHER—Van Heflin, Patricia Neal, Richard Denning.
YOU NEVER CAN TELL—Dick Powell, Peggy Dow, Charles Drake.

Warners

(1950-51 releases from 001 up)

ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg.: B—(005).
CAPTAIN HORATIO HORNBLLOWER—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Topnotch—117m.—see June 20 issue—(Made in England)—(Technicolor).
DODGE CITY—MD—Errol Flynn, Olivia DeHavilland, Alan Hale, Ann Sheridan—Names should help release—104m.—see Mar. 28 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCossia—Good melodrama—87m.—see Jan. 31 issue—(015).
FORT WORTH—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(028).
GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).
INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).
JIM THORPE, ALL AMERICAN—BID—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—107m.—see June 20 issue.
LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).
LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).
ONLY THE VALIANT—OMD—Gregory Peck, Barbara Peyton, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).
OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grosses—109m.—see Jan. 17 issue—Leg.: B—(013).
RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).
ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).
STORM WARNING—D—Ginger Rogers, Ronald Reagan, Doris Day—Powerful dramatic offering—91m.—see Dec. 20 issue—(014).
STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).
STREETCAR NAMED DESIRE, A—MD—Vivien Leigh, Marlon Brando, Kim Hunter—Vivid picturization of stage hit is packed with selling angles—125m.—see June 20 issue.
SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).
VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

TO BE REVIEWED OR IN PRODUCTION

BIG TREES, THE—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
CLOSE TO MY HEART—Gene Tierney, Ray Milland, Fay Bainter.
COME FILL THE CUP—James Cagney, Phyllis Thaxter, Raymond Massey, Gig Young.
DISTANT DRUMS—Gary Cooper, Marl Aldon, Ray Teal—(Technicolor).
FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.
HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.
NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
ON MOONLIGHT BAY—Doris Day, Gordon MacRae, Jack Smith—(Technicolor)—(029).
PAINTING THE CLOUDS WITH SUNSHINE—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).
POLITICIAN, THE—Joseph Cotten, Patricia Neal.

STARLIFT—James Cagney, Virginia Mayo, Doris Day, Gordon MacRae, Ruth Roman, Gene Nelson.
TANKS ARE COMING, THE—Steve Cochran, Philip Carey, Eve Miller, Paul Picerni.
TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurene Tuttle.

Miscellaneous

(Distributors' addresses will be furnished on request).
DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).
HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(Color)—(World Travel).
HOLLYWOOD PEEP SHOW—NOVMU—Gay Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).
KING OF THE BULLWHIP—W—"Lash" LaRue, Al St. John, Anne Gwynne—Okeh "Lash" LaRue western—60m.—see Dec. 20 issue—(Western Adventure).
MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).
SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Florea).

Foreign-Made

(Distributors' addresses will be furnished on request).
ANOTHER SHORE—CD—Robert Beatty, Moira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(Pentagon).
APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Haward—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).
AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maltagliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolare).
CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).
CHRISTINA—HISD—Petra Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).
CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).
DANCE OF LIFE—FANMU—Valerie Bettis, Letitia Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).
DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
DOCTOR BEWARE—CD—Vittoria DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).
DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisat—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).
EDGE OF THE WORLD, THE—MD—John Laurie, Bell Chry-stall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa Color)—(Rembrandt).
EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy far the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).
FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).
FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejean, Robert Arrauz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Topnotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).
HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair import—76m.—see Jan. 31 issue—(English-made)—(English).
HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harissan, Jane Hylton—Minor English comedy far the art houses—80m.—see Jan. 17 issue—(English-made)—(Pentagon).
HORSEMEN, THE—OD—Sergei Cur, T. Gridav, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).
INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good import far the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).
INTERRUPTED JOURNEY—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).

JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Haward—Fair import—see Jan. 31 issue—(English-made)—(Regal).
JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowa—Okeh import far the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).
KRAKATIT—DFAN—Karek Hager, Florence Marly, Frantisek Smolik—Unusual anti-war entry far the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
LADY PANAME—SDMU—Louis Jouvay, Henri Guisat, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).
LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).
LIEUTENANT CRAIG—MISSING—MD—Enrico Viarasio, Delia Scala, Val DuBois—Routine offering far the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry far the class and art spots—90m.—see Mar. 28 issue—Leg.: C—(French-made)—(English titles)—(Souvaine Selective).
MINNE—CD—Daniele Delarme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).
MIQUETTE—F—Louis Jouvay, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).
MY FIRST LOVE—CD—Gerard Nery, Jacqueline Delubac, Aime Clair—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).
NATIVE SON—MD—Jean Wallace, Richard Wright, Gloria Madison—Racial meller may have appeal far art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).
NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg.: C—(English-made)—(Renown).
NO PLACE FOR JENNIFER—D—Lea Genn, Bea Cambell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg.: B—(English-made)—(Stratford).
OUTRAGES OF THE ORIENT—D—Linda Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
PORTRAIT OF CLARE—D—Margaret Johnston, Robin Bailey, Richard Todd—Far the art spots—99m.—see July 18 issue—(English-made)—(Stratford).
RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).
RIVALS, THE—DOC—Interesting documentary far the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khvilya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).
SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Marelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).
SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(Bell).
SONG OF DOLORES—MD—Imperio Argentina, Enrique Diosdado, Ricarda Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
SONG OF MY HEART—OPC—Giuseppe Luga, Ruby D'Alma, Laura Nucci—Pleasing entry far the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).
SOUVENIR—ROMD—Michele Morgan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).
SYLVIE AND THE PHANTOM—CFAN—Odette Jayeux, Francois Perier, Louis Salou—Light fantasy far the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).
TALES OF HOFFMANN, THE—OP—Moira Shearer, Leonide Massine, Robert Helpmann—Beautiful production far art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).
TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
TREASURE, THE—F—Danuta Szafarska, Jerzy Duzynski, Adolph Dymyszka—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).
UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenko, G. Klicheva—Okeh musical far the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).
VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry far the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
WAYS OF LOVE—D—Sylvia Battaille, Jean Renolt, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg.: C—(French and Italian-made)—(English titles)—(Burstyn).
WEINER BLUT—MUC—Willy Ritsch, Maria Holst, Dorit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).
WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles far the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).
YOUNG GUARD—D—Vladimir Ivanov, Tamara Marakava, Irene Marakava—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E—Excellent; G—Good; F—Fair; B—Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season—Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
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Columbia

Two Reel COMEDIES

ASSORTED AND ALL-STAR (6)

3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)	G	16m.	3087
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	3072
3426	(July 14)	WooWoo Blues (Herbert)		16m.	

COMEDY FAVORITE RE-RELEASES (6)

3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump	8	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
3436	(June 14)	Phony Cronies	F	16 1/2m.	3087

SERIALS (4)

3120	(Nov. 2)	Pirates Of The High Seas	F	15ep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15ep.	3012
3160	(May 31)	Roar Of The Iron Horse	G	15ep.	3087

SPECIAL (Technicolor)

3440	(July 21)	A Day With The FBI	E	19m.	3087
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THREE STOOGES (8)

3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 5)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Hoppy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife	G	16m.	3087
3408	(July 7)	Scrambled Brains			

One Reel

CANDID MICROPHONE (6)

3551	(Oct. 12)	Candid Microphone—No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone—No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone—No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone—No. 4	F	11m.	3043
3555	(June 14)	Candid Microphone—No. 5	G	10 1/2m.	3080

CAVALCADE OF BROADWAY (8)

3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Apr. 12)	Havana Madrid	G	10m.	3074
3654	(June 28)	New York After Midnight		10m.	

COLOR FAVORITES (12)

(Re-releases) (Technicolor)

3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love	F	7 1/2m.	3087
3610	(June 21)	Air Hostess	F	8m.	3087
3611	(July 28)	The Egg Hunt	F	7m.	3087

FILM NOVELTIES (8)

3901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
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JOLLY FROLICS (3)

(Technicolor)

3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	2998
3503	(June 28)	Family Circus	E	7m.	3105

MR. MAGOO (3)

(Technicolor)

3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	3074

MUSIC TO REMEMBER (6)

3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	3074
3858	(May 17)	Hollywood Awards	G	9 1/2m.	3105
3859	(June 21)	Hollywood Pie Throwers		9 1/2m.	
3860	(June 21)	The Great Director		9 1/2m.	

VARIETY FAVORITES (8)

(Re-releases)

3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043

WORLD OF SPORTS (12)

3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Apr. 12)	Quebec Sports Holiday	F	8 1/2m.	3075
3807	(Apr. 26)	Mr. Tennis	G	9m.	3088
3808	(May 31)	Future Major Leaguers	G	11m.	3105
3809	(June 28)	Sunshine Sports			

MGM

One Reel

CARTOONS (16)

(Technicolor)

(T-J—Tom and Jerry)

W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Doodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065

GOLD MEDAL REPRINT CARTOONS (6)

(Technicolor)

W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105

PEOPLE ON PARADE (8)

(Technicolor)

P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	8 1/2m.	3099

PETE SMITH SPECIALTIES (10)

S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
	(July 11)	Bargain Madness			

Paramount

Two Reel

MUSICAL PARADE FEATURETTES (6)

(Technicolor)

(Reissues)

FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	20m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	E	18m.	2931
FF10-5	(Oct. 6)	Bombalera	G	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931

SPECIAL (1)

T10-1	(Sept. 1)	The New Pioneers	E	20m.	2932
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One Reel

CASPER CARTOONS (6)

(Technicolor)

B10-1	(Oct. 27)	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3098
B10-5	(July 27)	Boo Scout			
B10-6	(Aug. 10)	Casper Comes To Clown			

GRANTLAND RICE SPORTLIGHTS (12)

R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
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R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions			
R10-11	(June 22)	City Of Ball Tossers			
R10-12	(July 20)	Follow The Game Trails			

NOVELTOONS (10)

(Technicolor)

P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin			
P10-10	(Aug. 3)	Party Smarty			

PACEMAKERS (6)

K10-1</

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
TWO-REEL SPECIALS (13)						SPECIAL						5118 (Aug.) Mighty Mouse In A Swiss Miss					
One Reel						(.....) Draughtsman Of Dreams. G 16 1/2m. 2850						(Reissues) (4)					
SCREENLINERS (13)						(.....) The Magnetic Tide (Cine-color) G 21m. 2985						5021 (Jan.) Mississippi Swing G 7m. 2784					
14201 (Sept. 8)	It's Only Muscle	G	9m. 2938			One Reel						5022 (Feb.) What Happens At Night G 7m. 2785					
14202 (Oct. 6)	Fairest Of The Finest	G	8m. 2965			LEW LEHR (2)						5023 (May) Orphan Duck G 7m. 2839					
14203 (Nov. 3)	The Big Appetite	G	9m. 2986			(Re-releases)						5024 (June) Just A Little Bull F 7m. 2839					
14204 (Dec. 1)	Package Of Rhythm	G	10m. 3013			9001 (Aug.) Monkeys Is The Cwaziest People G 9m. 2915						(1951) (4)					
14205 (Dec. 29)	Research Ranch	F	8m. 3013			9002 (Aug.) Monkey Doodle Dandles G 9m. 2915						5127 (Jan.) Lucky Duck G 7m. 3013					
14206 (Jan. 26)	Movie Oldies	G	9m. 3035			MOVIETONE ADVENTURES (Technicolor)						5128 (Feb.) The Bird Tower G 7m. 3012					
14207 (Feb. 23)	Life Guard	G	8m. 3051			1051 (Apr.) Pattern Of Progress G 8m. 2806						5129 (Apr.) Shipyard Symphony E 6m. 3043					
14208 (Mar. 23)	Flying Padre	G	9m. 3067			MOVIETONE MELODIES (4)						5130 (May) Temperamental Lion F 7m. 3074					
14209 (Apr. 9)	Your Fate Is In Your Hands	E	8m. 3088			7001 (Jan.) Lawrence Welk and His Champagne Music F 9m. 2779						THE MOVIES AND YOU (All-Industry Shorts)					
14210 (May 18)	Florida Cowhands	G	9m. 3098			7002 (Mar.) Red Ingle and His Gang G 9m. 2785						9701 (Nov. 1 '49) The Art Director E 8m. 2735					
14211 (June 15)	Card Sharp	G	9m. 3105			7003 (Aug.) Skitch Henderson & Orch. F 10m. 2883						9702 (Nov.) The Screen Writer E 9 1/2m. 2965					
SPORTSCOPES (13)						7004 (Oct.) The Fontane Sisters F 8m. 2932						United Artists					
14301 (Sept. 22)	Crocodile Hunters	F	9m. 2960			MOVIETONE SPECIALTIES (6)						One Reel (1950)					
14302 (Oct. 20)	Football's Mighty Mustang	F	8m. 2975			8001 (June) Mid-West Metropolis G 9m. 2839						SONGS OF AMERICA (18)					
14303 (Nov. 17)	Diving Dynasty	F	8m. 3004			8003 (July) Music Of Manhattan E 10m. 2839						(Aug. 19) Melodic Spirituals G 9m. 2793					
14304 (Dec. 15)	Connie Mack	F	8m. 2975			9001 (Feb.) Struggle For Survival E 9m. 2591						(July 22) Treasured Ballads Of America G 10m. 2793					
14305 (Jan. 12)	Canadian Snow Fun	G	8m. 3035			9002 (Aug.) The Hunter E 8m. 2667						(Sept. 9) Visions And Voices G 9m. 2793					
14306 (Feb. 9)	Big House Rodeo	F	8m. 3075			9003 (Sept.) Shadows In The Snow G 9m. 2725						(Oct. 7) Melodic Sketches G 9m. 2785					
14307 (Mar. 9)	The Big Shoot	G	8m. 3059			SPECIAL						(Nov. 4) Symphonic Shades G 8m. 2785					
14308 (Apr. 6)	Slammin' Sammy Snead	G	9m. 3067			(.....) Home Of The Homeless G 10m. 2837						(Dec. 2) Melodies Reborn F 10m. 2785					
14309 (May 4)	First Lady Of The Turf	G	8m. 3088			SPORTS REVIEWS (12) (T-Technicolor)						(Dec. 31) Cherished Melodies G 9 1/2m. 2814					
14310 (June 1)	Ted Williams	G	8m. 3099			3001 (Jan.) Skiing Is Believing G 9m. 2779						(Jan. 27) Southern A Capella G 8m. 2814					
14311 (June 29)	Lake Texoma	G	8m. 3105			3002 (Feb.) From Jib To Topsail F 8 1/2m. 2770						(Mar. 17) Memorable Gems F 8 1/2m. 2820					
THE MOVIES AND YOU (All-Industry Shorts)						3003 (May) Diving Maniacs G 9m. 2884						(Mar. 25) The Tradition G 8 1/2m. 2814					
14801 (Sept. 13)	The Costume Designer	E	9m. 2769			3004 (May) Shooting The Salmon Rapids G 10m. 2839						(Apr. 14) Tunes That Live F 9m. 2820					
WALT DISNEY CARTOONS (18) (Technicolor)						3005 (July) Winning Form F 10m. 2915						(May 12) Glory Filled Spirituals F 10m. 2820					
(D-Donald Duck; G-Goofy; M-Mickey Mouse; P-Pluto; F-Figaro; S-Special)						3006 (June) Action With Rod And Reel G 10m. 2850						(June 9) Highlights Of Long Ago F 9m. 2839					
14101 (Sept. 1)	Hook, Lion And Sinker(D) G	7m. 2965				3007 (Sept.) Bowlers' Fair B 8m. 2915						(July 14) Long Remembrances F 8m. 2889					
14102 (Sept. 22)	Camp Dog (P)	G	7m. 2965			3008 (Sept.) Football Pay-Off Plays G 10m. 2965						(Aug. 11) Folklore F 8m. 2889					
14103 (Oct. 13)	Bee At The Beach (D)	F	7m. 2974			3009 (Oct.) Circus On The Campus G 10m. 2965						(Sept. 15) The Moods F 8 1/2m. 3021					
14104 (Nov. 3)	Hold That Pose (G)	G	7m. 2998			3010 (Nov.) Tee Girls G 10m. 2965						Universal-International					
14105 (Nov. 24)	Morris The Midget Moose (S)	G	8m. 2938			3051 (Mar.) Frolic In Sports G 8m. 2806						Two Reel					
14106 (Dec. 15)	Out On A Limb (D)	G	7m. 3013			TERRYTOONS (20) (Technicolor)						NAME BAND MUSICALS (13)					
14107 (Jan. 5)	Lion Down (G)	G	7m. 3013			5001 (Jan.) Comic Book Land G 7m. 2779						6301 (Nov. 8) The Harmonicals and Miguelito Valdes Orchestra F 15m. 2998					
14108 (Jan. 19)	Chicken In The Rough	G	7m. 3035			5002 (Feb.) The Talking Magpies In The Fox Hunt F 7m. 2784						6302 (Dec. 20) Jerry Gray and the Band of Today G 15m. 2999					
14109 (Feb. 9)	Cold Storage (P)	E	7m. 3040			5003 (Mar.) Victor The Volunteer In Better Late Than Never G 7m. 2785						6303 (Jan. 3) Sugar Chile Robinson, Billie Holiday, Count Basie and His Sextet G 15m. 3035					
14110 (Mar. 2)	Dude Duck (D)	F	7m. 3056			5004 (Mar.) Mighty Mouse In Anti-Cats F 7m. 2806						6304 (Jan. 31) Frankie Carle and His Orchestra G 15m. 3028					
14111 (Mar. 23)	Homemade Home (G)	F	7m. 3065			5005 (Apr.) Aesops Fable Foiling The Fox F 7m. 2839						6305 (Feb. 28) Ray Anthony And His Orchestra F 15m. 3040					
14112 (Apr. 6)	Corn Chips (D)	G	7m. 3064			5006 (Apr.) Dinky In The Beauty Shop F 7m. 2839						6306 (Mar. 28) Tex Williams' Western Varieties G 15m. 3049					
14113 (Apr. 27)	Cold War (S)	G	7m. 3087			5007 (May) The Talking Magpies In A Merry Chase F 7m. 2839						6307 (May 2) Frank De Vol and his Orchestra E 15m. 3072					
14114 (May 18)	Plutopia (P)	G	7m. 3087			5008 (May) Dream Walking G 7m. 2850						6308 (May 23) Eddie Peabody and Sonny Burke's Orchestra G 15m. 3075					
14115 (June 8)	Test Pilot Donald (D)	G	7m. 3098			5009 (June) Mighty Mouse In Law And Order F 6 1/2m. 2915						6309 (June 13) The Sportsmen and Ziggy Elman's Orchestra G 15m. 3080					
14116 (June 29)	Tomorrow We Diet	E	7m. 3105			5010 (July) The Red Headed Monkey F 7m. 2883						6310 (June 27) Teresa Brewer And The Firehouse Five Plus Two G 15m. 3098					
14117 (July 20)	A Lucky Number					5011 (July) Dingbat In All This And Rabbit Stew F 7m. 2883						SPECIALS (2)					
14118 (Aug. 10)	R'coon Dawg					5012 (Aug.) The Dog Show F 7m. 2883						6201 (Nov. 8) Fun At The Zoo G 18m. 2932					
WALT DISNEY REISSUES (6) (Technicolor)						5013 (Aug.) The Talking Magpies In King Tut's Tomb G 7m. 2839						6202 (Aug. 8) Arnold The Benedict F 16m.					
14701 (Oct. 27)	The Moth And The Flame	E	8m. 2975			5014 (Sept.) Little Roquefort In Cat Happy F 7m. 2907						One Reel					
14702 (Dec. 29)	Donald's Golf Game	E	8m. 2985			5015 (Sept.) If Cats Could Sing F 6 1/2m. 2915						CARTOON MELODIES (8)					
14703 (Feb. 23)	Merbabies	E	9m. 2985			5016 (Oct.) Little Roquefort In Mouse And Garden F 6 1/2m. 2932						6381 (Nov. 20) Brother John F 9m. 2999					
14704 (Apr. 20)	The Practical Pig	E	8m. 2985			5017 (Oct.) Mighty Mouse In Beauty On The Beach G 7m. 2932						6382 (Jan. 22) Peggy, Peg, and Polly F 8m. 2999					
14705 (July 6)	Polar Trappers	E	8m. 2985			5018 (Nov.) Gandy Goose In Wilde Open Spaces G 7m. 2965						6383 (Mar. 19) Lower The Boom G 10m. 3028					
14706 (Aug. 24)	The Old Mill	E	9m. 2985			5019 (Dec.) Dingbat In Sour Grapes G 7m. 2965						6384 (May 7) Bubbles Of Song F 10m. 3074					
Republic						5020 (Dec.) Mighty Mouse In Mother Goose's Birthday Party G 7m. 2965						6385 (May 28) Readin', Writin' And 'Rithmetic G 10m. 3098					

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6353	(May 28)	Wicket Wacky	G	7m. 3080	
6354	(July 23)	Sling Shot 678	F	7m. 3098	
6355	(.....)	Redwood Sap			
6356	(.....)	Woody Woodpecker Polka			

Warners**Two Reel****SPECIALS (8)****(Technicolor)**

7001	(July 29)	Wish You Were Here	G	20m. 2906	
7002	(Nov. 4)	Royal Rodeo	G	14 1/2m. 2944	
7003	(Dec. 23)	The Wanderer's Return	E	16m. 3085	
7004	(Feb. 17)	My Country 'Tis Of Thee	G	15m. 3028	
7005	(Mar. 17)	The Neighbor Next Door	G	20m. 3049	
7006	(May 5)	Stranger In The Lighthouse	E	17 1/2m. 3072	
7007	(June 9)	Sons Of The Plains	G	20m. 3087	
7008	(Aug. 4)	Enchanted Islands		20m.	

FEATURETTES (6)

7101	(Sept. 9)	Wagon Wheels West	F	28m. 2943	
7102	(Nov. 18)	Barber Shop Ballads	E	19m. 2974	
7103	(Jan. 27)	Ace Of Clubs	G	16m. 3028	
7104	(Mar. 31)	Roaring Guns	E	19m. 3051	
7105	(May 26)	Hunting The Hard Way	G	16m. 3098	
7106	(July 7)	Law Of The Badlands		20m.	

One Reel**BLUE RIBBON HIT PARADES (12)****(Reissues)****(Technicolor)**

7301	(Sept. 16)	Fagin's Freshmen	G	7m. 2982	
7302	(Oct. 14)	Slightly Daffy	G	7m. 2959	
7303	(Nov. 11)	The Aristo Cat	G	7m. 2939	
7304	(Dec. 9)	The Unbearable Bear	G	7m. 2978	
7305	(Jan. 6)	Duck Soup To Nuts	F	7m. 2985	
7306	(Feb. 3)	Flowers For Madame	F	7m. 3012	
7307	(Mar. 3)	Life With Feathers	G	7m. 3028	
7308	(Mar. 24)	Peck Up Your Troubles	G	7m. 3028	
7309	(Apr. 21)	Odor-Able Kitty	G	7m. 3056	
7310	(May 19)	Book Revue	G	7m. 3064	
7311	(June 23)	Stage Fright	G	7m. 3105	
7312	(July 21)	Sioux Me	G	7m. 3105	
7313	(Sept. 1)	The Stupid Cupid		7m.	

BUGS BUNNY SPECIALS (8)**(Technicolor)**

7719	(Dec. 16)	Rabbit Of Seville	F	7m. 2985	
7720	(Jan. 6)	Hare We Go	G	7m. 3005	
7721	(Feb. 10)	Rabbit Every Monday	F	7m. 3021	
7722	(Mar. 10)	Bunny Hugged	F	7m. 3056	
7723	(Apr. 14)	Fair-Haired Hare	G	7m. 3056	
7724	(May 19)	Rabbit Fire	E	7m. 3080	
7725	(June 30)	French Rarebit			
7726	(Aug. 11)	His Hare Raising Tale			

HIT PARADE OF GAY NINETIES (8)

7801	(Oct. 7)	When Grandpa Was A Boy	F	9m. 2959	
7802	(Dec. 16)	The Old Family Album	F	9m. 3013	
7803	(Aug. 18)	The Naughty 20's			
7804	(Feb. 10)	Childhood Days	G	10m. 3049	
7805	(Apr. 28)	In Old New York	G	10m. 3087	
7806	(June 30)	Musical Memories	G	9m. 3098	

JOE McDOAKES COMEDIES (6)

7401	(Sept. 23)	So You Want A Raise	G	10m. 2983	
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m. 2975	
7403	(Jan. 13)	So You Want To Be A Handyman	F	10m. 2999	
7404	(Apr. 14)	So You Want To Be A Cowboy	G	10m. 3056	
7405	(June 2)	So You Want To Be A Paper Hanger	F	10m. 3087	
7406	(July 28)	So You Want To Buy A Used Car		10m.	

MERRIE MELODIES (18)**(Technicolor)**

7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959	
7702	(Oct. 28)	Pop 'Im Pop!	F	7m. 2960	
7703	(Nov. 25)	Caveman Inkl	G	7m. 2965	
7704	(Dec. 2)	Dog Collared	F	7m. 2985	
7705	(Dec. 30)	Two's A Crowd	G	7m. 3013	
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013	
7707	(Feb. 3)	Canned Feud	G	7m. 3028	
7708	(Feb. 24)	Putty Tat Trouble	G	7m. 3021	
7709	(Mar. 3)	Corn Plastered	G	7m. 3040	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7710	(Mar. 24)	Scent-Imental Romeo	G	7m. 3040	
7711	(Apr. 7)	A Bone For A Bone	F	7m. 3056	
7712	(Apr. 28)	A Hound For Trouble	G	7m. 3065	
7713	(May 12)	Early To Bet	G	7m. 3074	
7714	(June 2)	Room And Bird	G	7m. 3080	
7715	(June 16)	Chow Hound	G	7m. 3087	
7716	(July 14)	Wearing Of The Grin	G	7m. 3107	
7717	(July 28)	Leghorn Swaggled		7m.	
7718	(Aug. 25)	Cheese Chasers		7m.	

SPORTS PARADE (10)**(Technicolor)**

7501	(Dec. 9)	Wild Water Champions	G	15m. 2975	
7502	(Sept. 2)	Grandad Of Races	G	18m. 2943	
7503	(Oct. 21)	Paddle Your Own Canoe	G	10m. 2953	
7504	(Jan. 12)	Ski In The Sky	F	9m. 3005	
7505	(Feb. 24)	The Will To Win	F	10m. 3035	
7506	(Apr. 7)	Rocky Eden	G	10m. 3056	
7507	(May 12)	Hawaiian Sports	G	10m. 3705	
7508	(June 16)	The Birds And Beasts Were There	F	10m. 3099	
7509	(July 14)	Making Mounties		10m.	
7510	(Aug. 18)	Kings Of The Outdoors		10m.	

THE MOVIES AND YOU**(All Industry Shorts)**

(Mar.)	The Film Director	E	9m. 3051	
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VITAPHONE NOVELTIES (8)

7601	(Oct. 14)	Slap Happy	F	10m. 2953	
7602	(Nov. 25)	Those Who Dance	F	8 1/2m. 2965	
7603	(Dec. 30)	Blaze Busters	G	10m. 3013	
7604	(Jan. 20)	Animal Antics	F	9m. 3028	
7605	(Mar. 10)	Horse-Hide Heroes	G	10m. 3056	
7606	(Apr. 21)	Anything For Laughs	F	10m. 3065	
7607	(June 23)	World Of Kids	G	10m. 3105	
7608	(Aug. 11)	Disaster Fighters		10m.	

Miscellaneous

An Island—Japan (United World)	G	21m. 2938	
Animal Theatre, The (Artkino)	G	37m. 3012	
Artak (Artkino)	G	18m. 3028	
As Old As The Hills (Brit. Inf. Serv.) (Technicolor)	G	10m. 3021	
Beautiful Blue Danube Waltz, The (Hoffberg)	G	12 1/2m. 3066	
Caucasian Reserves (Artkino)	F	10m. 3031	
Challenge, The (American Jewish Committee)	E	28m. 3075	
Ceiling Of The Sistine Chapel, The (Lux)	G	9m. 3066	
Cheers For Chubby (Metropolitan Life)	G	8m. 3074	
City In Siege (Nat. Film Board of Canada)	G	16m. 3043	
Composers In Clay (Canton-Weiner)	E	17m. 2985	
Coral Wonderland (Australian News and Info. Bureau)	F	25m. 3005	
Dangerous Waters (Technicolor) (Jam Handy)	F	9m. 3005	
Earthquake In Ecuador (UN)	G	15m. 2974	
Feathered Fishes (Australian News and Info. Bureau)	G	15m. 3005	
First Forty Days, The (U. S. Army)	G	25m. 3013	
Flying Saucer Mystery, The (Telenews)	F	10m. 2985	
4 Songs By 4 Gentlemen (Nat. Film Board of Canada)	F	7m. 3066	
Gardens Of Old England (Brit. Inf. Serv.)	G	10m. 3022	
Genius Of Turner, The (Lux)	F	10m. 3066	
Grandma Moses (AF Films)	E	22m. 2974	
Hollywood Ten, The (Contemporary) (No Rating)		15m. 2938	
Hunting With Bow And			

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Arrow (Cornell)	E	17m. 3021	
		Irish Melody (Bell)	G	36m. 3005	
		Killers Of The Deep (Astor)	B	22m. 3028	
		Lincoln's Gettysburg Address (AFE)	E	11m. 3059	
		Local Government In Pictures (Brit. Inf. Serv.)	F	11m. 3099	
		Loaves Of Frankston, The (Canton-Weiner)	G	7m. 3028	
		Mansion Of The President Of France (Fides)	G	27m. 3081	
		More About Me (Canton-Weiner)	G	7m. 2986	
		Mountain Of Fire (Ferriente Color) (Incom)	E	9m. 3088	
		Mystery Of Leonard Da Vinci, The (Lux)	G	8m. 3066	
		Of Human Rights (UN)	G	21 1/2m. 2974	
		On Stage Everybody (NSS)	E	9 1/2m. 2938	
		Partner Perkins (Technicolor) (NSS)	G	10 1/2m. 2959	
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m. 2986	
		Polkas By Johann Strauss (Hoffberg)	G	12 1/2m. 3066	
		Rodin (Canton-Weiner)	E	21m. 3021	
		Russian Ballet and Folk Music (Artkino)	G	11m. 2960	
		Salzburg Fiesta (Hoffberg)	G	12 1/2m. 3066	
		Scenes From Rigoletto (Artkino)	F	10m. 3056	
		Science In The Orchestra (Brit. Inf. Serv.)	E	34m. 3066	
		Serenade (Ambassador)	G	10m. 3005	
		Singers Of Israel (Central Cinema)	G	10m. 3028	
		Song Of The Prairie (Official Films)	F	18m. 3043	
		Strauss Festival (Films International)	E	5m. 3051	
		Struggle For Oil, The (Brit. Inf. Serv.)	G	22m. 2999	
		Tales From The Vienna Woods (Hyperion)	E	10m. 3005	
		Tarantelle (Technicolor) (Nemeth)	F	5m. 2938	
		Tiepolo Skies (Lux)	F	5m. 3066	
		Touch Of The Shamrock, A (Bell)	F	28m. 3005	
		Trip Through Space, A (Hoffberg)	F	12m. 3056	
		Trooping The Colors (BIS)	F	11m. 2986	
		Tryptych (Technicolor) (Lux)	E	15m. 3066	
		Unfinished Symphony (Hyperion)	G	10m. 3005	
		United Nations Screen Magazine—No. 5 (UN)	G	10m. 3067	
		United Nations Screen Magazine—No. 6 (UN)	G	10m. 3067	
		United Nations Screen Magazine—No. 8 (UN)	G	10m. 3067	
		Vienna Blood (Hyperion)	G	10m. 3005	
		Village Tale, The (Canton-Weiner)	E	35m. 3013	
		What's The Name Of That Song? (Dorety)	F	18 1/2m. 2986	
		You Can Change The World (The Christophers)	G	20m. 3021	
		Young Pioneers (Artkino)	G	10m. 3066	

The Movies And You**(All-Industry Shorts)**

(Nov.)	The Screen Writer (20th-Fox)	E	9 1/2m. 2965	
(Mar. '51)	The Film Director (Warners)	E	9m. 3051	
(Sept. 13)	The Costume Designer (RKO)	E	9m. 2769	
(Jan. 15)	The Cinematographer (Paramount)	E	9 1/2m. 3086	

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information received from the exhibitors. All dates are subject to change. Series Westerns are indicated by a W following the

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brat M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Lital (Supercinecolor)	Savage Drums Sabu, L. Baron, H. B. Warner	No Questions Asked B. Sullivan, A. Dahl, G. Murphy	Father Takes The Air R. Walburn, M. McClure, G. Gray	Trio J. Simmons, J. Hayter, K. Harrison (English-made)	Best Of The Bad Men R. Ryan, B. Cabot, J. Buetel, C. Trevor (Technicolor)	Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	Half Angel J. Cotten, L. Young (Technicolor)	Fabiola M. Morgan (Levey)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart
China Corsair J. Hall, L. Ferraday, R. Randell	Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)		Montana Desperado, W J. M. Brown, M. Healey, V. Herrick		Gunplay, W T. Holt, J. Dixon, R. Martin		As Young As You Feel M. Woolley, T. Ritter, D. Wayne	The Man With My Face B. Nelson, C. Matthews (Gardner)	Strangers On A Train F. Granger, R. Roman, R. Walker	
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren	G. I. Jane J. Porter, T. Neal, I. Adrian	Kind Lady E. Barrymore, M. Evans, A. Lansbury	Yukon Manhunt K. Grant, G. Davis, Chinook	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor)	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen	Take Care Of My Little Girl J. Grain, D. Robertson, M. Gaynor (Technicolor)	Cairo Road E. Portman (English-made)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor)	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor)
Two Of A Kind E. O'Brien, L. Scott, A. Knox	Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore	Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor)	Stagecoach Driver, W W. Wilson, F. Knight, G. Winters	Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Happy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor)	The Dakota Kid, W M. Chapin, E. Janssen	The Frogmen R. Widmark, D. Andrews, G. Merrill	He Ran All The Way J. Garfield, S. Winters (Roberts)	Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway	On Moonlight Bay D. Day, G. MacRae, J. Smith (Technicolor)
Hurricane Island J. Hall, M. Windsor, R. Vincent (Supercinecolor)	Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay	The Law and The Lady G. Garson, M. Wilding, M. Main	Let's Go, Navy Bowery Boys		His Kind Of Woman R. Mitchum, J. Russell	Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Rocket Men", serial)	The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell	Pardon My French M. Oberon, P. Henreid (ELC)	Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	
The Big Gusher W. Morris, P. Foster, D. Patrick		Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell					Kentucky Return Of Frank James Jesse James Buffalo Bill (Technicolor Reissues)	Cyrano De Bergerac J. Ferrer, W. Prince (Kramer)		
Mask Of The Avenger J. Derek, A. Quinn, J. Lawrence (Technicolor)	Lost Continent C. Romero, H. Brooke, C. Chandler									
Bonanza Town, W C. Starrett, S. Burnette										
AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST
	Home Town Boy H. Lloyd, Jr. C. Downs	Rich, Young and Pretty J. Powell, V. Damone, W. Corey, D. Darrieux (Technicolor)	Bomba In The Elephant Stampede J. Sheffield	Peking Express J. Cotten, C. Calvet, E. Gwenn	Alice In Wonderland Walt Disney Feature Cartoon (Technicolor)	Arizona Manhunt, W M. Chapin, E. Janssen	The Secret Of Convict Lake G. Ford, G. Tierney, E. Barrymore, Z. Scott	Cloudburst R. Preston, E. Sellars, H. Lang (ELC)	Cattle Drive J. McCrea, D. Stockwell, L. Ames (Technicolor)	Captain Horatio Hornblower G. Peck, V. Mayo, R. Beatty (Made in England) (Technicolor)
	Leave It To The Marines S. Melton, M. Lynn	Calling Bulldog Drummond W. Pidgeon, M. Leighton (Made in England)		That's My Boy J. Lewis, D. Martin, P. Bergen, E. Mayehoff	Flying Leathernecks J. Wayne, R. Ryan, D. Taylor (Technicolor)	Fort Dodge Stampede, W A. "Rocky" Lane, M. E. Kaye	No Highway In The Sky J. Stewart, M. Dietrich (Made in England)	Mister Drake's Duck D. Fairbanks, Jr. Y. Donland (English-made)	Mark Of The Renegade R. Montalban, C. Charisse (Technicolor)	
		An American In Paris G. Kelly, L. Caron, N. Foch (Technicolor)		Warpath E. O'Brien, D. Jagger, F. Tucker, P. Bergen (Technicolor)		Havana Rose E. Rodriguez, H. Herbert, B. Williams		Obsessed D. Farrar, G. Fitzgerald (English-made)	Iron Man J. Chandler, E. Keyes, S. McNally	
		Teresa P. Angeli, J. Ericson (Partly made in Italy)				South Of Caliente R. Rogers, J. Webb, J. Dru, H. Marlowe				

HOLIDAYS

Sept. 3—Labor Day

ALLIED ARTISTS

May—I Was An American Spy—A. Dvorak, G. Evans, D. Kennedy
Aug.—The Highwayman—W. Hendrix, C. Coburn, P. Friend (Cinecolor)

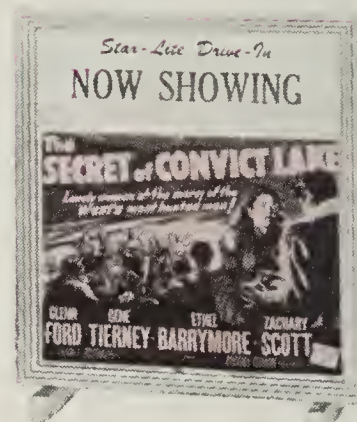
REALART

June—Guerillas Of The Underground (Paris Underground) C. Bennett, K. Kruger
Massacre In The Orient (Danger in the Pacific)—T. Bey, L. Ailbritton
July—Criminals Of The Underworld (Eyes of the Underworld) L. Chaney, W. Barrie
Fighting The Racketeers (Big Town Czar)—B. MacLane, J. LaRue

THE NEW BUSINESS GETTER!

FRAMED Displays

PATIO THEATRE
NOW SHOWING



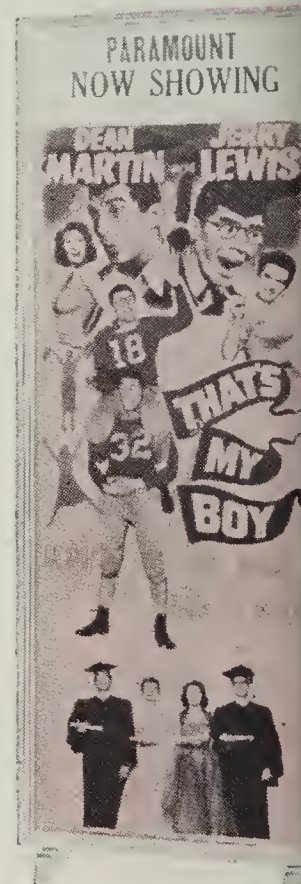
This is SHOWMANSHIP!

The brand-new patron-pulling service . . . that provides colorful, eye-appealing advertising . . . handsomely mounted in footed, silver-colored frames . . . for placement in *merchants' windows* . . . on *store counters* . . . in *hotels* . . . *terminals* . . . and every heavily-trafficked spot . . . where this eye-filling *Showmanship package* can TELL and SELL the *big* story about your *great* ATTRACTIONS!

It's the Showman's newest, most popular Box-Office BOOSTER . . . available from your NSS salesman or local NSS exchange.

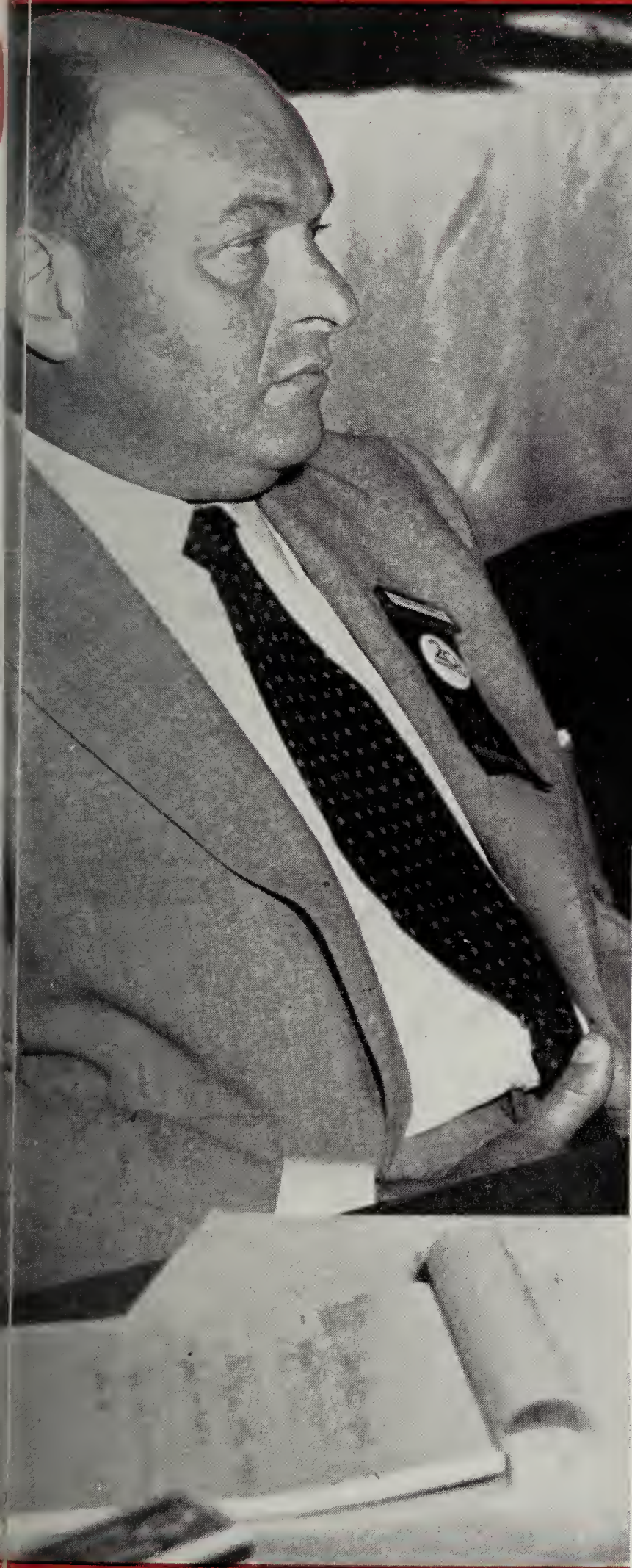


STANDEES In Your Lobby . . .
or Foyer . . . or out in Front . . .
add that extra SELL to your attractions...that gets extra CASH at the Box Office . . . They're the colorful, cut-out, patron-pulling DISPLAYS . . . that stand out anywhere...on beautiful fluorescent-lighted bases . . . that add to the SOCK and bring out the COLOR! Ask your NSS Salesman!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

EXHIBITOR



**THE INDUSTRY'S
GREAT OFFENSIVE IS
REALLY ROLLING!**

(Look at the Variety B.O. Record—issue July 4)

"Frogmen" Smash Tops Philly" ("Solid" in N.Y. C.!)

"On The Riviera" Technicolor Smash to Pace Toronto"

"Half Angel" Technicolor Top Grosser Denver"

"Take Care Of My Little Girl" Technicolor
Topping K. C." ("Very Good, Toronto")

"You're In The Navy Now" Solid in Portland, Ore."

"Secret Of Convict Lake" Nice in L. A."

There's No Business Like **20** *Business!*
CENTURY-FOX

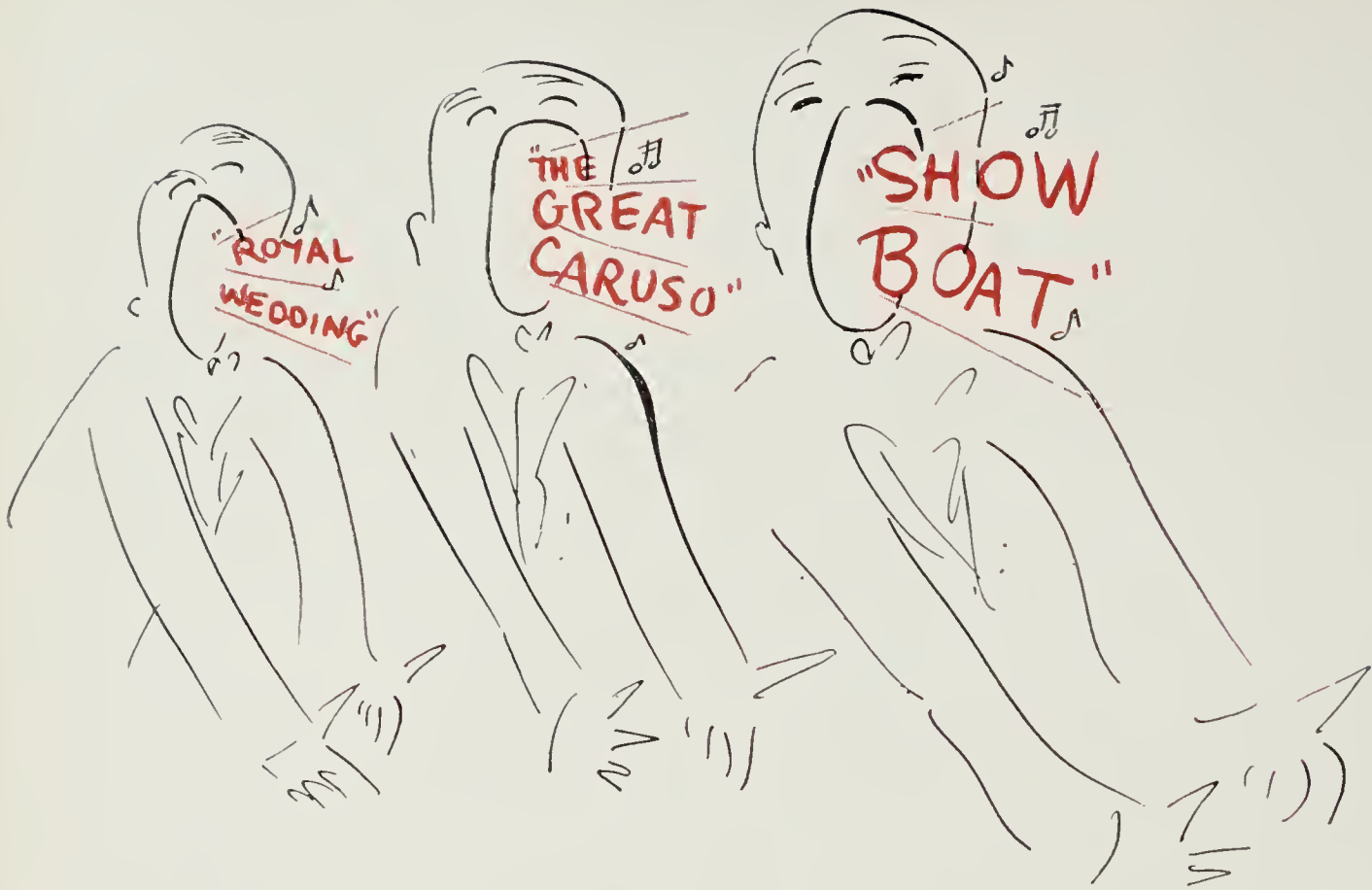
Time 46 Number 11
Two Sections: Section One

JULY 18, 1951

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GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **THE SERVICESECTION**



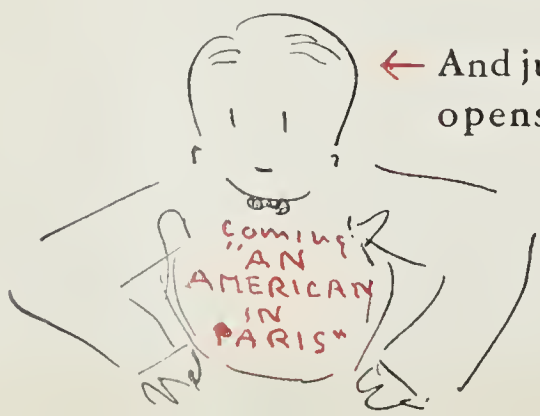
NOTHING WRONG WITH THE MOVIES THAT AN M-G-M MUSICAL CAN'T CURE!

M-G-M's TECHNICOLOR MUSICAL PARADE MARCHES ON!

At press time M-G-M launched its famed "Show Boat". First 3 days does "Caruso" and "King Solomon" biz in Frisco. Best in 6 years in Detroit. Tops M-G-M's biggest in Philly, Atlantic City and Wildwood, N.J. Following "Show Boat" comes still another M-G-M Technicolor Musical smash, "Rich, Young and Pretty". Previewed in neighborhood theatres East and West, audience surveys rate it tops for youthful talents, romance, great songs and sure-fire appeal. A lusty addition to M-G-M's great Technicolor Musical Hits!



M-G-M presents "RICH, YOUNG AND PRETTY" starring JANE POWELL • DANIELLE DARRIEUX WENDELL COREY • FERNANDO LAMAS • with Marcel Dalio • Una Merkel • Richard Anderson • Jean Murat And Introducing VIC DAMONE • Color by TECHNICOLOR Screen Play by Dorothy Cooper and Sidney Sheldon Story by Dorothy Cooper • Directed by Norman Taurog Produced by Joe Pasternak • An M-G-M Picture



← And just wait till he opens his mouth!

Extra! Unheralded, unannounced, two surprise Previews of M-G-M's famed "QUO VADIS" to thunderous ovations at Berkeley and Frisco, Cal. Truly the opening shots of a Fame to be heard 'round the world! (See LOOK, out July 17th, for "Quo Vadis" section, biggest ever given a motion picture.)



WHATEVER production problems may be in Hollywood, the solution isn't as simple as in Moscow, where Pravda denounced the film industry minister because of his handling of a recent picture. When Pravda starts denouncing, that's all, brother.

★

A MIDWEST drive-in has organized a "knot-hole gang" for kids under 12. The young folks police the area in return for special privileges.

★

ALTHOUGH much has been said of a television network making features of highlights of TV shows for sale to theatres, no one has as yet come up with the answer as to what will happen if the same network has the stars of the films on TV shows at the same time when the theatres play the pictures.

★

A NEW VERSION of "the customer is always right" may turn into "the theatre is always wrong" since TV set buyers have suddenly awakened to the fact that from here on in some top events won't be available for free on their home equipment. Thus the theatre finds itself in the position of "being wrong" if it shows exclusive TV and "being wronged" at the boxoffice if it doesn't.

★

SOMETHING new has been added to the drive-in scene in the midwest where three open-airers are allowing the use of their facilities for Protestant, Catholic, and Jewish services on Sunday mornings for shut-ins and the physically disabled.

—H. M. M.

I N D E X

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THE COVER PHOTO

Pictured at the recent 20th-Fox national sales convention in Los Angeles are Charles Einfeld, left, vice-president, and President Spyros Skouras.

EXHIBITOR

VOL. 46, No. 11



JULY 18, 1951

Some Gems In Virginia

REGARDLESS of which exhibitor organization they may belong to, few theatremen will take issue with a few gems presented by the Allied States Association's Abram F. Myers at the recent convention of the Virginia Motion Picture Theatre Association, which, incidentally, is not an Allied member.

MYERS must have set his hearers back when he started out by saying that "In one respect, and one only, an exhibitor association is like a fraud. It is impossible to define it but you recognize one when you see it."

HE CONTINUED, "Of course, if one were to make the attempt in a jocose vein, an exhibitor organization might be described as something that motion picture exhibitors are cajoled into joining, of which they demand the performance of at least one miracle a week, to which they pay dues when it is convenient to do so, about which they adopt an air of complete detachment, especially when there is work to be done, the meetings of which they do not attend when things are going well, and which they blame when things go wrong."

MYERS had other things to say but his indictment of those guilty of the above-mentioned practices highlighted the address.

IT WOULD be well for many an exhibitor to look at his association with his unit in the light of the Myers wisdom. If each exhibitor were to ask himself the question, "What have I done to make my group a constructive force in the business?", he might be surprised by the answer.

EACH MEMBER, together with his fellow theatremen, can help put an end to the present industry conflict, which, for example, recently saw more than a half dozen law suits filed in one exchange area on one day.

A BOW is due Abram Myers for touching on the truth.

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TRADE RAVES ROCKET THE
WORD OF THIS SENSATIONAL
MONEY-MAKING WINNER!

"Terrific. Potent boxoffice!"
—Showmen's

"Tense throughout!" —Boxoffice

"Excellent!" —Variety

"What it takes to hypo grosses!"
—M. P. Daily

"Strong. Make boxoffice mark!"
—Independent

"Nerve-jangling excitement!"
—Film Daily

BOXOFFICE DYNAMITE

hits the

NEW YORK

PARAMOUNT THEATRE

as the **red-hot** impact of

JOHN GARFIELD · SHELLEY WINTERS

hits the screen in

HE RAN ALL THE WAY

A ROBERTS PRODUCTION

with WALLACE FORD · SELENA ROYLE and BOBBY HYATT

Based on a novel by Sam Ross • Screenplay by Guy Endore

Produced by Bob Roberts

SMASH NATIONAL MAG
REVIEWS EXPLODE TO
MILLIONS OF READERS
ACROSS THE COUNTRY!

"Movie-of-the-Week!" —Life
"Full of excitement!" —Time
"Suspenseful. Expert and
realistic!" —Newsweek

A HIT ALL THE WAY
as dates roll in by the
hundreds following
the terrific news in
Los Angeles. Bookings
right this way...

thru
UA



TOP 20TH-FOX EXECUTIVES MEET WITH DIVISION, BRANCH, AND SALES MANAGERS OF THE COMPANY AT THE RECENT LOS ANGELES SALES CONFAB.

A Square Deal Policy For Theatremen

20th-Fox, In Its Annual Convention, Pledges The Utmost In Cooperation



General sales manager Al Lichtman, left, accepts from STUDIO SURVEY editor Paul Manning an EXHIBITOR LAUREL AWARD presented to 20th-Fox as the company which showed the greatest improvement in relations with exhibs in 1950.

A SQUARE DEAL policy for exhibitors, underscored by all-out action on the part of sales and advertising to sell pictures to the public, keyed the "most successful sales convention in the history of 20th-Fox" in Los Angeles recently.

Meeting in national conclave for the first time in three years, the company's sales force made the most of its five-day session to blueprint a program of aggressive showmanship to be carried to every theatre in the nation.

Setting the spirit of exhibitor cooperation during the opening session, general sales manager Al Lichtman announced the merger of the company's sales and promotional forces to merchandise pictures to the public. Implemented by the announcement of national cooperative advertising offered to every large and small first-run house in the country, plus tremendous campaign plans for "David And Bathsheba" and

other top product, presented by vice-president Charles Einfeld, the meeting was based on tangible evidence of a greater showmanship policy.

During the course of the meeting, all division, branch, and sales managers present took part in round-table discussions, with President Spyros P. Skouras, Lichtman, and Einfeld leading the sessions, which covered important plans and policies for the coming year.

Delegates saw four of the company's top pictures, "David And Bathsheba", "Decision Before Dawn", "People Will Talk", and "Mr. Belvedere Rings The Bell", and heard production chief Darryl F. Zanuck describe the production line-up being set by the studio for the coming year.

Zanuck announced that he will inject showmanship in his pictures to join forces with the activities of sales and advertising to help stimulate a greater flow to the nation's boxoffices.



Arthur Silverstone, eastern and Canadian sales manager, takes part in a round-table discussion.



Edward L. Alperon, independent producer releasing through 20th-Fox, addresses the convention.



William C. Gehring, assistant general sales manager, calls for order to open one of the sessions.



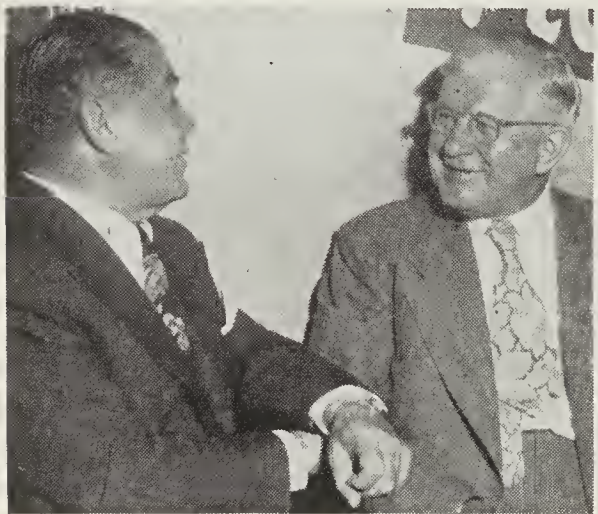
Darryl F. Zanuck, vice-president in charge of production, outlines the schedule of new products. Flanking him are Skouras, Lichtman, Gehring, and Edwin W. Aaron, western sales manager.



Optimism in the future of the company and in the industry is reflected in the smiles of vice-president Charles S. Einfeld, President Spyros P. Skouras, Gehring, and Lichtman in this photo.



Delegates included Jack Bloom, circuit contact; Les Whelan, publicity head, International Corporation, and E. Silverstone, International vice-president. Exhibitor cooperation was a keynote.



On hand to hear 20th-Fox executives outline the company's plans and policies for coming months were National Theatres head Charles Skouras and Herman Wobber, western division manager.



Among those at the sessions were, back row, Speed Kendall, studio publicity department; Harry Mersey, print department head; Peter Levathes, short subjects sales manager; Ira Tulipan, trade contact, editor Roger Ferri, and front row, David Golding, publicity manager; Sterling Silliphant, special promotions director; Rodney Bush, exploitation head, and Jonas Rosenfield, advertising chief.



Peter Myers, left, Canadian division sales manager, and Glenn Norris, Washington, D. C., branch manager, meet Zanuck at a studio cocktail party.



Myers, Daniel Houlihan, Jay Frankel, assistant manager, Detroit branch, and Alex Harrison, San Francisco branch head, meet Marilyn Monroe.



Also at the party were Harry Ballance, southern division head; Gregory Peck, Atlanta branch head Fred Dodson, and Clarence Hill, exchanges chief.

Mel Konecoff's NEW YORK

PRODUCER EDMUND GRAINGER, one of RKO's bright young men, was in last week to discuss release plans for his next release, "The Flying Leathernecks," with home office officials following a screening for high brass in Washington's Hall of Montezuma. He reported that the marine officials were highly enthused over the film, and that full cooperation would be forthcoming.



KONECOFF

Grainger has also finished "The Racket", starring Robert Ryan, Robert Mitchum, and Elizabeth Scott, which should find release about October. He expects that the film will find disfavor with certain political machines in some states.

Grainger, not content to rest on his laurels, expects to start shortly on "The Korean Story", with Mitchum and perhaps Ryan again, for which he has received complete authorization from the military. He expects to fly to Korea to get authentic footage. It may even be in Technicolor.

The producer went on to say that Oct. 15 should see him starting "The Day They Give Babies Away", a Christmas story with Bobby Driscoll, which should be released at Christmas.

When springtime comes to England, so will Grainger for he will start filming "Blackbeard, The Pirate", with Robert Newton in the starring role, and color to be supplied by Technicolour, Ltd.

Grainger will film "African Intrigue" in Africa in the summer. Maybe John Wayne will star in this one, and perhaps color will be supplied by Technicolour or Technicolor.

Grainger thought that the future of the business looked healthy if it will buckle down to turning out entertainment films, and leaving the messages to Western Union. He termed television as "stimulating competition," and as a result everyone is putting his shoulders to the wheel. He opined that the thinking has become more objective than subjective. He also thought that the next 18 months should see more and more entertaining films emerging from Hollywood.

THE METROPOLITAN SCENE: The Rivoli, officially closed for the summer, is to become an official civilian defense recruiting center with shows and special events scheduled until the house is ready to reopen. . . . "The Great Caruso" became the third picture in the history of the Radio City Music Hall to play 10 weeks. Some people seem to think that it will go to 12. . . . Paul Hollister, formerly with RKO, rejoined Macy's, where he once headed advertising and publicity as corporate publicity adviser. . . . Ted Lazarus, former ELC advertising manager, has been appointed advertising and sales promotion manager, WMGM. . . . The Motion Picture Theatre Owners of Connecticut is holding

Altec Readying Staff For TV Installations

NEW YORK—Altec Service Corporation is streamlining its organization to be ready to meet the need for TV installation supervision this fall, it was announced last week.

An agreement has been reached with National Theatre Supply to supervise and service installations of its GPL Simplex System. Negotiations are in progress with other TV manufacturers.

Altec has manufacturing, development, and laboratory facilities, combined with a trained national service organization.

Keller-Dorian Court Actions Settled

NEW YORK—George J. Schaefer, president, Keller-Dorian Colorfilm Corporation, announced last week that a settlement had been arrived at with respect to the corporation's \$30,000,000 suits, brought in the U. S. District Court for the Southern District of New York, against Eastman Kodak Company, Technicolor, Inc., and Technicolor Motion Picture Corporation.

Schaefer explained that the settlement involved the termination of the previous license agreements of 1927 and 1930 between Keller-Dorian Colorfilm Corporation and Eastman Kodak Company, and, in turn, the granting of new licenses for a period of 15 years on the Keller-Dorian patents, the Kislyn patents, and the Eastman Kodak patents, all relating to the lenticulated color film process.

A new corporation, Lenticolor, Ltd., holds all the patents or has the right to grant licenses on them. It has given a license to Eastman Kodak on the Keller-Dorian, Kislyn patents, under which that company has agreed to make lenticulated film available to the motion picture industry.

The lenticulated process, Schaefer stated, has been perfected under the patents referred to, but this film has not previously been available, because of the above-mentioned litigation. However, with settlement of the same, other manufacturers of motion picture film can obtain from Lenticolor, Ltd., licenses under the Keller-Dorian, Kislyn, and Eastman Kodak patents.

Lenticulated film can be used with standard studio camera equipment, can be processed by regular studio and commercial laboratories, and screened within 24 hours after shooting. This is a three-color process.

its annual golf tournament on Aug. 7. Get your reservations in early. . . . That endearing postcard from Deilla about a rendezvous at the Biltmore on Oct. 20-Nov. 1 had us worried until we read the name backward. . . . Many people are repeating the gag about a producer wanting a star to put in an appearance in his forthcoming film, with no money to change hands. When the star raised his eyebrows, the producer offered to give him a Cadillac. At this point, the agent cracked, "What'll my commission be—a bicycle?" . . . Good pressbooks are out on "Cyrano" and "That's My Boy."

Martin, Lewis Hottest On B'way

NEW YORK—With Martin and Lewis heading the stage show and Paramount's "Dear Brat" in its second week, the Paramount held the lead along Broadway last week with a solid \$140,000. MGM's "The Great Caruso" closed in the 10th week after a record-breaking run at Radio City Music Hall. Hot, humid weather melted grosses at most other Main Stem houses.

According to usually reliable information reaching EXHIBITOR, the breakdown was as follows:

"STRANGERS ON A TRAIN" (WB). Warner's second week was heading toward \$30,000.

"DEAR BRAT" (Para.). Paramount, with Martin and Lewis heading the stage show, expected the second week to hit a sensational \$140,000.

"THE FROGMEN" (20th-Fox). Roxy, with stage show, grossed \$30,000, and looked for \$50,000 for the last five days of the third week.

"THE PROWLER" (UA). Criterion did \$13,000 on the third week.

"THE GREAT CARUSO" (MGM). Radio City Music Hall, with stage show, took in \$70,000 Thursday through Sunday, and expected to wind up the 10th and last week with \$115,000.

"ACE IN THE HOLE" (Para.). Globe estimated the third week at \$13,000.

"NEW MEXICO" (UA). Victoria anticipated \$15,000 for the opening week.

"HARD, FAST, AND BEAUTIFUL" (RKO). Astor expected the third week to bring \$9,000.

"THE PRINCE WHO WAS A THIEF" (U-I). State set the second week at \$14,000.

"STRICTLY DISHONORABLE" (MGM). Capitol, with stage show, looked for \$48,000 on the first week.

The chartering of a new American corporation, Lenticolor, Ltd., was disclosed in connection with the development. Lenticolor is headed by Hermann Place, president, General Precision Equipment.

Schaefer was elected to the Keller-Dorian presidency to fill the post left vacant since the withdrawal some years ago of William B. Celestin. Schaefer had been board chairman. Other elected officers are Henry Colgate, vice-president; Julian Hagen, vice-president and secretary, and George Neupauer, treasurer.

Ad Group Meets On Campaign

NEW YORK—A meeting of the advertising-publicity directors' committee of the Motion Picture Association was held last week at St. Moritz, and those present agreed on a general outline of an advertising-publicity campaign for the proposed industry boxoffice drive this fall under COMPO auspices. It will be submitted to the distributor committee headed by Ben Kalmenson, after which it will go to the board of directors for final disposition. The meeting was presided over by S. Barret McCormick, RKO.

DPA Reveals Trade Allocations

WASHINGTON—The Defense Production Administration announced last week that under the Controlled Materials Plan the industry will have to confine itself to the use of 1,862,000 pounds of copper, 8,909 tons of steel, and 64,301,000 pounds of aluminum for the third-quarter of this year.

THEATRE TV

(EXHIBITOR continues a new feature, devoted to developments, observations, and other items of interest in connection with the expansion of TV in theatres. It will attempt to highlight anything which may be of value to those installing theatre TV or trying to determine future policy on the matter.—Ed.)

New competition for theatre TV arose last week when nine television set manufacturers outbid the theatre TV group for the rights to the Ezzard Charles-Joe Walcott fisticuffs in Pittsburgh tonight (July 18). They agreed to pay \$100,000 so home set viewers could see the battle. A spokesman for the DuMont Television Network indicated that the move was designed to forestall further denial of sports contests to home viewers. The set manufacturers were understood to be anxious to buy the rights to as many sports events as they could. The total price for the rights to the match came to roughly \$150,000, it was said, of which \$100,000 was for the TV coverage. The balance of \$50,000 covered the radio rights. Joining in the video sponsorship are the following set manufacturers: Admiral, Crosley, DuMont, General Electric, Motorola, Philco, the Radio Corporation of America, Sylvania, and Westinghouse. The theatre TV interests were said to have made an offer of roughly \$65,000 for the video rights.

Reports from the third fight to be televised, the Layne-Marciano battle, exclusively over theatre TV indicated that for the most part, audiences were capacity or better, with some exceptions. The fight, won by Marciano in the sixth round, was witnessed by 12,565 fight fans at the arena. Shea's Fulton, Pittsburgh; Fabian's National, Richmond, Va.; S-W Stanley, Philadelphia; RKO Keith, Washington, D. C.; Fabian's Palace, Albany; Loew's Century, Baltimore, Md., and RKO Palace, Cleveland, did well. B. and K.'s State Lake, Chicago, had two shows, the second on Kinescope, to filled houses. Hornstein's Regent, Baltimore, Md., and B. and K.'s Tivoli, Chicago, reported business was off. At the Lincoln, Philadelphia, in a house seating over 1300, a few hundred paid \$1.25 each to see the television over an independently-made set on a 9x12 foot screen. The Lincoln caters to Negro patronage. Equipment used was a pilot model of a low-cost system made by Theatre Television Enterprises, Inc., a Pennsylvania corporation in which several area theatremen are said to have interests. Equipment is designed for houses with seating capacities up to 1,400. A 9x12 foot picture is produced by placing the equipment 12 to 15 feet in front of the screen or it can be used behind the screen when space is available. The sponsors claim they can turn out the device for a quarter or less than the cost of current theatre-TV systems, indicating that it would sell for \$4,000 or less.

It is understood that the Halpern-headed group's fee for theatres participating in the group is \$250 each, in addition to \$450 monthly for the use of the wire, wire footage charges, costs of electrical installation, and cost of the set. The International

Injunction Denied Disney On "Alice"

NEW YORK—No one has the right to monopolize "Alice In Wonderland" declared Judge Alexander Holtzoff in federal court last week in denying Walt Disney and RKO an injunction against Souvaine Selective Pictures, Inc., the film's distributor; Harry Brandt, and the Picto Corporation, representing the Mayfair and Trans-Lux, where Bunin's "Alice In Wonderland" is scheduled to have its dual American premiere on July 26.

It seemed to the court, Judge Holtzoff stated, that the plaintiff does not acquire any right to exclude others from producing or showing a rival portrayal of "Alice In Wonderland." Anyone, he said, has the legal right to make a picture based on the Lewis Carroll book.

The Disney organization indicated later that it would appeal the decision to the Circuit Court of Appeals.

Boxing's charge is said to come to about 40 cents per seat although in one case, at least, a 1300-seat house charging \$1.25 per seat paid \$750 for the use of the fight. Therefore, a house, with one of the \$15,800 sets would find itself with an original cost of above \$20,000, plus the other charges, making it an expensive proposition, considering the fact that no regularity of programs is assured.

Allied and TOA heads last week agreed to unite in a stand before the Federal Communications Commission and to press for ultra high frequencies for theatre TV at the September hearings. Present were Allied's board chairman, Abram F. Myers, President Trueman T. Rembusch, New Jersey Allied President Wilbur Snaper, TOA board chairman Mitchell Wolfson, Gael Sullivan, TOA executive director, and Si H. Fabian, executive committee.

In response to inquiries, Joseph R. Vogel, vice-president in charge of Loew's Theatres operations, explained that the circuit has placed open orders for a number of large-screen TV theatre installations. "Until such time as the factories can make delivery on our open orders, we are not specifying the locations where installations will be made," said Vogel. "We will have theatres ready for the TV apparatus when the outfits are available. We have been promised some shipments in October."

"Christy" In Cleveland Bow

NEW YORK—World premiere of "A Millionaire For Christy," the Bert Friedlob production for release by 20th Century-Fox, will take place at the Hippodrome. Cleveland, on Sept. 12, it was announced this week. Selection of the theatre for the festivities was made because of it being star Eleanor Parker's home town, and will mark her first return to the city in many years.

Columbia Declares On Preferred

NEW YORK—Columbia Pictures Corporation announced last week that the board of directors had declared a quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock.

Trade Program Awaits Exhibitors' Okeh

NEW YORK—The board of directors of the Motion Picture Association of America last week approved in principle participation in an industry-wide promotional campaign to be held during October and November under the sponsorship of the Council of Motion Picture Organizations.

Formal approval of support will hinge on COMPO's success in enlisting the full and wholehearted cooperation of exhibitors. The board approved the general outlines of a comprehensive advertising, publicity, and exploitation plan drawn up by the ad.-publicity directors of the member companies, and incorporating ideas and suggestions submitted by exhibitors, theatre organizations, and circuits.

S. Barret McCormick, RKO director of advertising, and chairman, MPAA advertising and publicity directors committee, explained general features of the campaign to the board, while Howard Dietz, Loew's director of advertising-publicity-exploitation and chairman of a special committee on advertising, discussed that aspect. McCormick also covered the ground on publicity and exploitation in the absence of Charles Simonelli, U-I, who headed a special committee in those two areas of activity.

Purpose of the campaign will be to focus attention not only on the array of outstanding motion pictures which will be released during this period but on the importance of the theatre as an integral part of the community's social and economic life. Behind the campaign will be thrown the full weight and resources of the industry with all its major components, producers, distributors, and exhibitors cooperating.

Arthur Mayer, executive vice-president, COMPO, told the board that on the basis of letters and reports already received from exhibitor groups, there is no question that theatres throughout the nation will enthusiastically get behind this drive.

Further developments are expected shortly from exhibitors.

New NPA Order Affects Theatres

WASHINGTON—NPA administrator Manly Fleischmann last week indicated that the new construction order to supplant the M-4 regulation will contain changed exemptions for theatre alteration and repair and some new methods of obtaining materials for theatre construction permitted after appeals to the government. The planned changes will mean tighter controls for some theatremen and eased restrictions for others, but practically all theatre building will remain banned.

The present \$5000 annual exemption and the \$2500 personal property cost installation exemption is to be replaced by a flat alteration, repair, installation, and improvement exemption for any project using less than the amount of material specified above. The maximum would apply to each project.

Exhibitors would have to obtain this material on the free market, without government assistance, if it is to be used in building a new theatre. A self-certification process, similar to a government priority, would serve to obtain the materials if they are to be used for alteration or repair.

"Excellent, marquee
strength!" —M. P. HERALD

"Far above standard!"
—M. P. DAILY

"Unusually
good
boxoffice!"
—SHOWMEN'S



DAVID E. ROSE
presents

RAY MILLAND

in

**CIRCLE OF
DANGER**

also starring

PATRICIA ROC

THE PICTURE YOU
CAN COUNT ON
FOR TOP PROFITS!



thru
UA

with Marius Goring • Hugh Sinclair • Naunton Wayne • Produced by JOAN HARRISON • Directed by JACQUES TOURNEUR
An Original Screenplay by Philip MacDonald • A David E. Rose Production

PEOPLE

NEW YORK—Al Lowe, general manager, UA foreign department, last week announced the appointment of George Kallman and Keith Goldsmith as special foreign representatives. Immediate assignments facing both men include a comprehensive survey of the company's operations in the Far East, after which they will return to report their findings and recommendations to the UA management.

NEW YORK—Leonard H. Goldenson, president, United Paramount Theatres, Inc., announced last week the appointment of Dana W. Atchley, Jr., as coordinator of technical research. Atchley, a graduate of Harvard College and a member of the Institute of Radio Engineers, comes to United Paramount from the field of nuclear electronics.

NEW YORK—Americo Aboaf, vice-president and general sales manager, Universal International Films, announced last week the promotion of James Alexander, manager of U-I in the Dominican Republic to the post of home office representative in Panama. Morris Paiewonsky succeeds Alexander in the Dominican Republic.

WILMINGTON, O.—William Copeland, for the past nine years an advertising and public relations expert for Byer and Bowman Advertising Agency, Columbus, O., has been appointed public relations director for Hallmark Productions, Inc., Jack Thomas, Hallmark vice-president, announced last week.

NEW YORK—Myer Beck last week was appointed eastern ad.-publicity representative, Joseph Kaufman Productions. Beck will work in association with William Hebert, producer's representative on the coast.

NEW YORK—The appointment of Leon A. Favre as United Artists' manager in Switzerland, succeeding Constantin Goldin, resigned, was announced last week by Al Lowe, general manager, UA's foreign department.

NEW YORK—Thomas J. Guinan was last week appointed RKO home office representative, covering Atlanta, Charlotte, Dallas, Memphis, New Orleans, and Oklahoma City.

NEW YORK—Ida H. Garretson, who, for the past 16 years, handled all the purchasing for the United Artists' home office, domestic and Canadian branches, resigned last week.

NEW YORK—Ted Lazarus, former ELC advertising manager, has been named advertising and sales promotion manager, station WMGM, an MGM affiliate, it was announced last week.

Rep. Has Robinson-Turpin Fight

NEW YORK—Exclusive film rights to the bout between Sugar Ray Robinson and Randolph Turpin were acquired last week by Herbert J. Yates, Republic president.

Distribution arrangements were made by Yates with promoter Jack Solomons, and prints are available at all Republic branches. Accessories are available at all National Screen branches. The film is narrated by the well-known sports announcer, Jimmy Powers.



On the coast, the Lark, Southern Pacific's luxurious Los Angeles to San Francisco train, was renamed for one day "The Peking Express" in honor of the recent world premiere of the Paramount picture of the same name at the San Francisco Paramount. Stars Corinne Calvet and Joseph Cotten rode in the engineer's cab as the train brought Hollywood notables to the premiere.

KC Area Houses Hit By Disaster

KANSAS CITY—As a result of the worst flood in half-a-century, theatres of this area experienced practically no business last week. Upwards of 60,000 persons were homeless, and flood damage was estimated as high as one billion dollars.

Three theatres in flooded Kansas City were partly under water and the Boulevard Drive-In closed. The Riverside Drive-In was also flooded.

Fox Midwest managers chartered planes to get prints to area points, and film delivery trucks were operating where highways were still open.

Exchanges, however, were running short of prints due to disruption of in and out deliveries. An estimate placed at least 12 houses flooded, and others unable to operate due to power stoppage.

"David" In Fabric Tieup

NEW YORK—A national tie-up between Darryl F. Zanuck's "David And Bathsheba" and Goodall Fabrics, Inc., will see the 20th Century-Fox Technicolor epic gain free space in more than 20 magazines, as well as benefit by window displays, special retail promotions, newspaper advertising, and full-scale local publicity campaigns, it was announced this week.

The joint tie-up will kick-off in August with the introduction by Goodall to the public of a new hand-screened drapery pattern called "David And Bathsheba", inspired from the film. Design of the pattern, which will be simply the first of a complete line of prints based on various themes of the picture, depicts David and Bathsheba in profile, David's harp, and the aged ruins of the gate of Jerusalem.

TOA Asks Good Pictures

NEW YORK—Gael Sullivan, TOA executive director, revealed last week that TOA's representative at the initial COMPO roundtable scheduled to open in Hollywood on July 23 will press a "women-and-children-first" production policy. The TOA delegation will also urge "a good flow of good pictures" during the late summer and autumn.

A. L. Raven Mourned

NEW YORK—A. L. Raven, 75, head, Raven Screen Corporation, died last week.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

MGM

"The Law And The Lady"—Moderate programmer.

PARAMOUNT

"A Place In The Sun"—Engrossing drama.

WB

"On Moonlight Bay"—Pleasing musical.

"Bay" Contest Revealed

NEW YORK—A harmony quartet contest involving hundreds of theatres playdating Warners' "On Moonlight Bay" was set up last week by the company's home office advertising and publicity department, in cooperation with Columbia Records and Evans lighters.

The contest, which will run from July 25 through Aug. 10, is open to all male amateur quartets in cities where the picture will be shown during that period. Radio stations, newspapers, and disc jockeys over the country are being contacted by Warners with special material to cooperate in heralding the contest in each participating city. Columbia Records is following through by contacting its many thousands of dealers, disc jockeys, and other outlets.

Republic TV Deal Delayed

HOLLYWOOD—Republic last week withdrew from the deal with television station KNBH in which it was to supply the station with 26 features and 48 serial episodes for \$77,000, pending further negotiations with the American Federation of Musicians. AFM had demanded five per cent of the gross difference between the amount paid by the station for the films and the amount obtained from the sponsor.

NPA Okehs, Disapproves

WASHINGTON—The National Production Authority's construction appeals board last week approved Concho Theatres Inc.'s request for permission to build a drive-in at San Angelo, Tex., subject to specific limits on the use of critical materials. At the same time, the board denied permission to Florida State Theatres, Inc., to construct a theatre at Delray Beach, Fla.

Salt Lake Daily Plugs Trade

SALT LAKE CITY—The Deseret News last week paid tribute to the industry in a two-column editorial accompanied by statistics refuting claims that the movies are on the way out. The editorial ends: "Rather than a dying industry, any business that employs this large an investment, and can attract a patronage this large seems to be very much alive, indeed!"

Para.-Brandt Suits Settled

NEW YORK—The \$563,265 suit filed in 1948 by Paramount against Brandt Theatres and individual and affiliated defendants, charging false reporting of percentage run grosses, was settled out of court last week, with a sizeable settlement reportedly made by the defendants. Details of the settlement were not divulged.

Lichtman Answers Philly Charges

PHILADELPHIA—Al Lichtman, 20th-Fox sales chief, last week told a group of more than 50 independent area exhibitors, representing several hundred theatres, that his company will give a "square deal to any exhibitor giving it a square deal," in answer to complaints which had been made against 20th-Fox.

Lichtman stated that there had been no changes in local autonomy, that the sliding scale would be continued and be reinstated in spots where it had been removed, and that the company stood in back of its convention promise on cooperative advertising.

In the two-hour session, many specific charges against 20th-Fox were aired, with Sidney Samuelson, general manager, Allied, reading a list which included rising prices, a higher cellar sliding scale deals, removal of sliding scale in some spots, a cut in adjustments, more blind checking, removal of local autonomy, and other items. Samuelson also pointed to the profits of the distributors, citing 20th-Fox figures.

Lichtman declared that the company's profits since 1949 were going down rapidly, and that in the first five months of 1951, a loss of \$980,000 was shown as compared to last year. The company was making less profit with more pictures, he declared.

He denied that there had been changes in local autonomy or the sliding scale, and said a national motion picture trade paper (EXHIBITOR) had recently awarded the company a plaque for having improved its relations with exhibitors best of all companies in 1950, thus answering the recent vote in the local territory at a June 5 meeting which called it the most unpopular. He declared that although eastern executives had taken cuts, the efforts of himself and President Spyros Skouras to effect slashes in salaries on the west coast weren't too successful. He declared that a total of \$278,000,000 in law suits were pending against the industry, and asked for unity.

He declared that he believed all exhibitors should unite into one exhibitor body, and that the distributors should have one group; that exhibitors should make the greatest possible use of TV, and also praised the efforts of the Texas exhibitors in instituting an institutional campaign.

He declared:

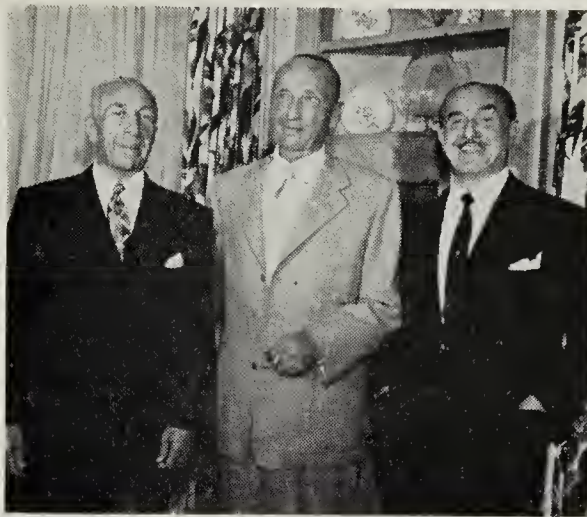
"We would go bankrupt if we met every demand of exhibitors." He pointed to Los Angeles as the worst spot in the country currently, and said that the only profits of his company's theatres was on concessions.

He said further:

"If I could afford it, I would like to buy your good will but square deal doesn't mean I have to be a charity agent to support a lot of these theatres over which I have no control. We have a right to put our price on our product, and will fight for that right, just as the buyer has a right not to buy."

He declared that he had great faith in the industry and the motion picture.

Lichtman's attitude was one of asking for cooperation between exhibitors and distributors to tide over the rough spots.



Michael Curtiz takes time out from his directorial duties on Warners' "I'll See You In My Dreams" to be guest of honor at a recent silver anniversary luncheon on the coast given by Harry Warner, left, and Jack Warner, right, to honor Curtiz' 25-year association with studio.

Taking the floor were city and state exhibitors, Larry Woodin, Wellsboro, Pa.; Harold Cohen, Lewistown, Pa.; Harold Hirshberg, Bethlehem, Pa.; Milton Rogasner, Philadelphia; Harry Perelman, Philadelphia; Paul Kleinman, and others.

They questioned Lichtman on various angles. In response to a question, he declared that changes in the sliding scale were the result of moves by Andy Smith, former sales chief. Lichtman said that it wasn't until the recent convention that he was fully aware of the sliding scale changes that were being made.

He also said, in response to a question, that he believed that the day-and-date neighborhood first-run breaks were being overdone in Philadelphia and other spots.

He pointed to the Detroit situation, which was being changed, and said that the public didn't like the system in some spots. He advocated some theatres' moving back their run, with a proportionate change in terms.

Samuel Diamond, branch manager, and Arthur Silverstone, company executive, also spoke.

A question as to the company's position on TV brought forth a statement from Lichtman that 20th-Fox would not sell to TV.

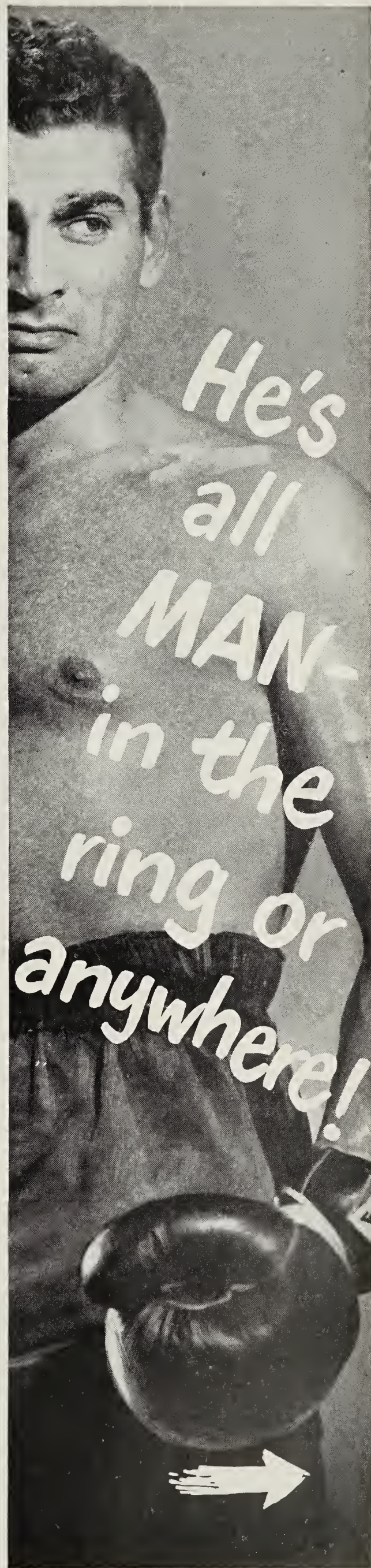
Silverstone declared that 20th-Fox had no desire to put anyone out of business, and reiterated that if exhibitors should have any complaints they should go to Diamond, to him, to Lichtman, or, if necessary, to President Skouras.

The sessions ended on an amicable note, with chairman Jack Greenberg expressing the view that it was the finest session of its kind that he had ever attended.

The impression seemed to be current that since June 5, the local 20th-Fox office had been found most cooperative, and that the presence of Lichtman and Silverstone definitely made official the viewpoint that any problems which arose could be worked out at local level.

Leo Powers Mourned

NEW YORK—Leo Powers, 52, booker, Hoffberg Productions, died from a heart attack last week. At one time he was associated with Selznick in production. He was a member of the New York Variety Club, the New York Bookers Club, and Cinema Lodge. He is survived by his mother and one son.



**HE MADE THE CROWD PAY TO HATE HIM
...and he made her pay for loving him!**

**...but she challenged the
fury of his fists with
the softness of her
arms—to tame him
in the only way a
woman could...!**

IRON MAN

Starring **JEFF CHANDLER • EVELYN KEYES • STEPHEN McNALLY**
with **ROCK HUDSON • JOYCE HOLDEN**

Screenplay by **GEORGE ZUCKERMAN** and **BORDEN CHASE** • Based on the story by **William R. Burnett**
Directed by **JOSEPH PEVNEY** • Produced by **AARON ROSENBERG** • A Universal-International Picture



U-I makes the pictures with the **BUILT-IN-PROFIT!**

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Newark, N. J.: Gas plant blaze.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 56) New York: Jacob Malik, Soviet delegate to UN sails for home. Germany: Crashed pilot freed by Czechs. India: Nehru visits Nepal. California: Navy plane is world's fastest (except Denver). Central City, Colo.: Square dancing in the street (only Denver). New York: Premiere of "The Frogmen." England: Savitt wins Wimbledon crown. Oregon: Timber carnival.

NEWS OF THE DAY (Vol. XXII, No. 290) Washington: President Truman presents Congressional Medals of Honor to Korean heroes. New York: Jacob Malik, Soviet delegate to UN, sails for home. Japan: New York's Governor Dewey in Tokyo. California: Navy plane is world's fastest. England: Savitt wins Wimbledon crown.

PARAMOUNT NEWS (No. 93) France: Paris. New York: Jacob Malik, Soviet delegate to UN, sails for home. Japan: New York's Governor Dewey in Tokyo. Germany: Crashed pilot freed by Czechs. California: Navy plane is world's fastest. Oregon: Timber carnival. Worcester, Mass.: Aerialists supreme.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 472) California: Navy plane is world's fastest. Puerto Rico: Bonanza sugar crop. Washington: President Truman presents Congressional Medals of Honor to Korean heroes. Central City, Colo.: Square dancing in the street (only Denver). Oregon: Timber carnival. England: Savitt wins Wimbledon crown.

WARNER PATHE NEWS (Vol. 22, No. 95) New York: Jacob Malik, Soviet delegate to UN sails for home. Iran: Premier, crisis figure, meets press. Japan: New York's Governor Dewey in Tokyo. Germany: Crashed pilot freed by Czechs. Central City, Colo.: Square dancing in the street. California: Navy plane is world's fastest. England: Savitt wins Wimbledon crown.

TELENEWS DIGEST (Vol. V, No. 28-A) Newark, N. J.: Gas plant blaze. California: Navy plane is world's fastest. New York: Jacob Malik, Soviet delegate to UN, sails for home. Finland: Elections cause new tension. Germany: Crashed pilot freed by Czechs. Korea: Train that was almost used for truce talks is readied at Kaesong. Boston: Yanks fall to third place.

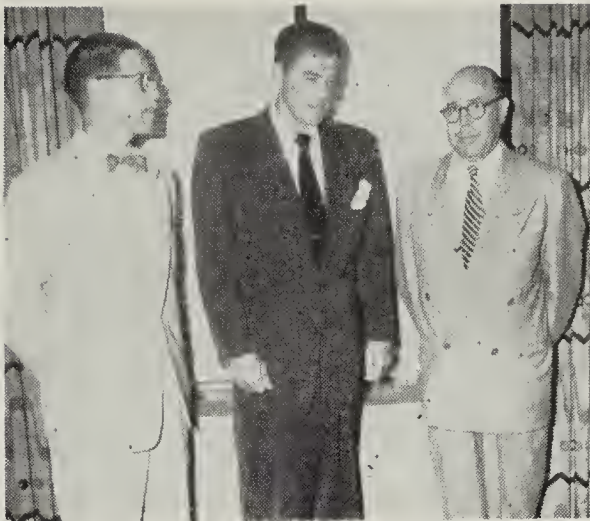
IN ALL FIVE:

WASHINGTON: President Truman warns nation Soviet peril continues. Iran: Oil crisis.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 55) Washington: UN allies meet on truce terms. England: General Eisenhower attends London ceremonies. New Orleans: Troops parade before sailing for Germany. Japan: Dowager Empress buried (except Philadelphia). Germany: Six-day-old Shetland pony makes friends (except Philadelphia). Philadelphia: Anniversary of Declaration of Independence (Philadelphia only). France: Bullfighting. Santa Barbara, Cal.: Decathlon title. Little Creek, Va.: Pushball.

NEWS OF THE DAY (Vol. XXII, No. 289) Korea: Homeless jam UN refugee camps



Ronald Reagan, president, Screen Actors Guild, and star of Paramount's "The Last Outpost," chats with critics Miles Standish, left, The St. Louis Post-Dispatch, and Herbert L. Monk, The St. Louis Globe Democrat, during his recent visit to St. Louis for the International Kiwanis meet.

(except Philadelphia). Philadelphia: Anniversary of Declaration of Independence (Philadelphia only). England: Nancy Chaffee and Beverly Baker win doubles match at Wimbledon. Oakmont, Pa.: Sammy Snead takes title.

PARAMOUNT NEWS (No. 92) Korea: Homeless jam UN refugee camps. Philadelphia: Anniversary of Declaration of Independence. France: Paris street pageant exemplifies appreciation of the Declaration of Independence. England: General Eisenhower attends London ceremonies. New Orleans: Troops parade before sailing for Germany. Oakmont, Pa.: Sammy Snead takes title. Forest Hills, L. I.: Pancho Segura retains title of national professional tennis champion.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 471) Korea: Homeless jam UN refugee camps. Philadelphia: Anniversary of Declaration of Independence (Philadelphia only). Denmark: Motorcycle madcaps. San Francisco: Yanks sign rookie Ed Cereghino. Little Creek, Va.: Pushball.

WARNER PATHE NEWS (Vol. 22, No. 94) Philadelphia: Anniversary of Declaration of Independence. England: General Eisenhower attends London ceremonies. New Orleans: Troops parade before sailing for Germany (New Orleans only). Fort Worth: "Fort Worth" premiere sweepstakes. Oakmont, Pa.: Sammy Snead takes title. Japan: Tokyo me out to the ball game.

TELENEWS DIGEST (Vol. V, No. 27-B) Washington: President Truman warns nation Soviet peril continues. England: Obstacle course tests tank endurance. France: Latest jet fighter unveiled. India: Defense academy graduates its first cadets. Iran: Officer cadets in training. Italy: Festival of the lilies. Korea: Jennifer Jones arrives to entertain troops. Japan: Jack Benny and Errol Flynn in Tokyo. Germany: Life on the Red border.

NATIONAL BOARD OF REVIEW

July 7, 1951

SELECTED FEATURES: "Pickup" (Col.); "Strictly Dishonorable" (MGM).

Technicolor Declares Dividend

NEW YORK—Dr. Herbert T. Kalmus, president and general manager, Technicolor, Inc., announced last week that the board of Technicolor, Inc., had declared a dividend of 50 cents per share. This is the second dividend announced by Technicolor in 1951.

TV Station Agrees To Censorship

MILWAUKEE—Station WTMJ-TV last week agreed to submit lists to the Milwaukee Motion Picture Commission of motion pictures scheduled to be televised.

The Commission had complained to the station that dialogue and scenes which had been deleted from films to be shown in local theatres were telecast, and, while admitting it had no jurisdiction over television, the Commission requested that the station adhere to the principles of the censor group by providing lists of future attractions.

Walter J. Damm, general manager of WTMJ-TV informed the Commission that "We are wholeheartedly in accord with your suggestion of cooperation."

Einfeld Speaks In Denver

DENVER—Exhibitors of the seven Rocky Mountain States last week heard Charles Einfeld, vice-president, 20th Century-Fox, discuss company plans for greater grass roots showmanship cooperation for the coming year.

His talk was heard by representatives of all the Fox Inter-Mountain Theatres in addition to independent exhibitors embarked on a long-range showmanship program to foster increased theatre attendance.

Barney Rose Honored

SAN FRANCISCO—Barney Rose, district manager, U-I, was honored in a City Hall ceremony last fortnight which commemorated his 35 years with the company, and saluted the "Barney Rose Month" drive now under way. He was presented with a scroll which officially proclaimed July as "Barney Rose Month." On hand for the celebration were acting mayor J. J. Sullivan, Abe Swerdlow, U-I branch manager, and Graham Kislingbury.

Hallmark Men Meet

WILMINGTON, O.—Kroeger Babb, president, Hallmark Productions, Inc., last week, announced final plans for a mid-summer convention of Hallmark zone managers, exploiteers, and agents, from July 21-25 at the Lancaster Hotel, Lancaster, O.

Babb and Jack Thomas, Hallmark vice-president, will preside.

Schine Given Extension

WASHINGTON—The Schine Circuit last week was given a 60-day extension of its original June 30 deadline to dispose of about seven theatres which it sold during the second year of its three-year divestiture period, under the consent decree. The new deadline set by the Department of Justice is Sept. 11.

Coast Depositions Delayed

SAN FRANCISCO—Depositions scheduled to have been taken here last fortnight in Samuel Goldwyn's anti-trust suit against Fox West Coast and 11 other companies and individuals, were postponed until Aug. 7.

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Mayer Sells Loew's Shares

WASHINGTON—An SEC report on trading by officers and directors of film company stocks last fortnight revealed that Louis B. Mayer had sold 1,500 shares of Loew's, Inc., common in four blocks, consisting of 600, 300, 100, and 500 shares. In an amended report of various 1949 and 1950 transactions in Republic Pictures Corporation stock by Douglas T. Yates and Tonrud, Inc., it was disclosed that Yates held 1,860 shares of common in his own name at the start of the year and 103,560 shares of common plus 12,200 shares of preferred through Tonrud.

Republic Net Down

NEW YORK—For the 26 weeks ended on April 28, 1951, Republic Pictures Corporation and its subsidiaries reported a net profit of \$771,830.36 before federal tax provision, estimated federal normal, and surtaxes of \$345,000, or a net after taxes of \$426,830.36.

For the 26 weeks ended on April 29, 1950, Republic Pictures Corporation and its subsidiaries reported a net profit of \$1,168,589.96 before federal tax provision, estimated federal normal, and surtaxes of \$465,000, or a net after taxes of \$703,589.96.

SPG In Deal On Coast

HOLLYWOOD—A new contract to run through 1952 was signed last fortnight by the Screen Publicists Guild and the Independent Motion Picture Producers Association setting a weekly rate of \$225 for seniors, employed on a temporary basis, which is general practice among IMPPA members, with a five-week guarantee.

The scale goes down to a \$172.55 standard for continuous employment if a producer employs a publicist for six or more films a year. The pact contains a clause requiring free-lance agencies to observe Guild minimums.

Quebec Exhibitors Win

QUEBEC—The Superior Court ruled last fortnight that a municipal amusement tax was illegal, and outside city powers. Theatre owners thus won their fight against the levy. The exhibitors had refused to collect a tax of five cents on tickets costing less than \$1 and 10 cents on tickets costing more. The court held that the city did not have the power to force theatre operators to collect the levy.

Colosseum Withdraws Charges

NEW YORK—The Colosseum of Motion Picture Salesmen of America last fortnight withdrew unfair labor charges against the distributors just as the National Labor Relations Board was about to hear testimony.

Chi. Drive-In Hearing Sept. 20

CHICAGO—Nine drive-in owners of the area last week were ordered to appear before Judge John Barnes on Sept. 20 to enter a plea against indictments recently handed down by the federal grand jury.



THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The ratings given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. It does not necessarily follow that the rating given constitutes the business in each individual engagement, but an honest attempt is made to present a general average. By studying the ratings, which are changed if necessary in accordance with newer information, exhibitors will be able to determine how to guide themselves in their buying and booking.—Ed.)

(KEY TO "THE LITTLE MEN" RATINGS: (JULY 18, 1951))

Swell, topnotch, record-breaking or close to it in all types of houses.

Good, although not breaking the walls down, but solid returns.

Just fair, nothing out of the ordinary, returns about average.

Disappointing, way below the average expected, decidedly off.

The Week's Newcomers

ACE IN THE HOLE (112m.) (Paramount)	
BEST OF THE BAD MEN (84m.) (RKO)	
FORT WORTH (80m.) (WB)	
HARD, FAST, AND BEAUTIFUL (76m.) (RKO)	
HE RAN ALL THE WAY (77m.) (UA)	
LORNA DOONE (84m.) (Columbia)	
THE SECRET OF CONVICT LAKE (83m.) (20th-Fox)	
SHOW BOAT (107m.) (MGM)	
STRANGERS ON A TRAIN (101m.) (WB)	
STRICTLY DISHONORABLE (84m.) (MGM)	
TAKE CARE OF MY LITTLE GIRL (93m.) (20th-Fox)	
THE FROGMEN (96m.) (20th-Fox)	
THE PRINCE WHO WAS A THIEF (88m.) (U-I)	
TWO OF A KIND (75m.) (Columbia)	

Continuing

APACHE DRUMS (75m.) (U-I)	
APPOINTMENT WITH DANGER (90m.) (Paramount)	
AS YOUNG AS YOU FEEL (77m.) (20th-Fox)	

BULLFIGHTER AND THE LADY (89m.) (Republic)	
DEAR BRAT (82m.) (Paramount)	
DOUBLE CROSSBONES (75½m.) (U-I)	
EXCUSE MY DUST (82m.) (MGM)	
FABIOLA (96m.) (UA)	
GO FOR BROKE (92m.) (MGM)	
HOLLYWOOD STORY (77m.) (U-International)	
I WAS AN AMERICAN SPY (86m.) (Monogram)	
INSIDE THE WALLS OF FOLSOM PRISON (87m.) (WB)	
KATIE DID IT (81m.) (U-International)	
KON-TIKI (73m.) (RKO)	
NEW MEXICO (78m.) (UA)	
NIGHT INTO MORNING (86m.) (MGM)	
SEALED CARGO (90m.) (RKO)	
SIROCCO (98m.) (Columbia)	
THE FIRST LEGION (86m.) (UA)	
THE GREAT CARUSO (109m.) (MGM)	
THE HOUSE ON TELEGRAPH HILL (93m.) (20th-Fox)	
THE LAST OUTPOST (89m.) (Paramount)	
THE SWORD OF MONTE CRISTO (80m.) (20th-Fox)	

CAPTAIN HORATIO HORNBLLOWER

COLOR BY TECHNICOLOR



Lights Up Soon!

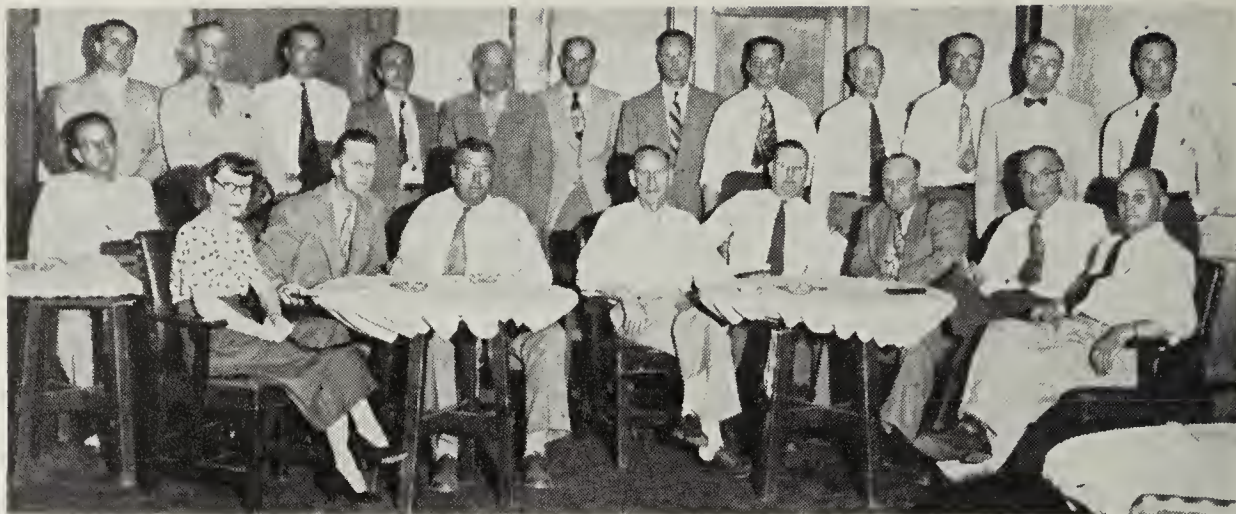
LOOK FORWARD!
GO FORWARD!
WITH
WARNER BROS.

This Was The Week When . . .

UA's "St. Benny The Dip" has its world premiere at the Lyric, Minneapolis. . . . Paramount set the world bow of "That's My Boy" at the Warner, Atlantic City, for July 26. . . . Paramount's "Salute To Al Schwalberg" drive got off to a flying start, with Howard Minsky's mid-east division in the top spot. . . . 20th-Fox division managers held a conference on top product at the home office in New York City. . . . 20th-Fox announced that six Technicolor features would be released between August and December.

RKO producers Jerry Wald and Norman Krasna indicated that they would make a flying tour of the country with the release of "The Blue Veil" and "Behave Yourself." . . . U-I announced the winners in its contest among disc jockeys to select songs for Frank Sinatra to sing in "Meet Danny Wilson," with listener Mary Havanan, Buffalo, and disc jockey Gene Fullen, KSAL, Salina, Kans., coming in first.

General C. B. Cates, Commandant, U. S. Marine Corps, commended producer Edmund Grainger for his "Flying Leathernecks." . . . A partnership for distribution of French films was set in New York between Arthur Sachson Enterprises and Cite Films of Paris, headed by Jacques Bar, French producer. . . . Paramount and the Deep Rock Oil Company set a merchandising tieup to cover this country,



Pictured in Billings, Mont., as they gathered to set plans for the recent world premiere of Paramount's "Warpath," Fox and Babcock, were, from left, seated, Murray McBride, Judy Bartley, M. E. Evanson, Don Foote, Clark K. Fergus, Paul Covert, Carter Johnson, Roy Sorrells, Dale Hawkins, and, standing, Jack McGee, Fox Intermountain Theatres district manager; Walter Nye, Frank Robischon, Bob Quinn, Paramount representative; Don Sheedy, Fox Intermountain Theatres city manager; M. B. Fitzgerald, F. Van Iderstine, K. O. McPherson, Herbert L. Buck, Clark Simon, Russell Hart, and Dean Galles. The city's merchants, as represented by the Commercial Club, played a major role in the premiere activities.

Belgium, Holland, Luxembourg, Norway, Denmark, Sweden, Italy, and France. . . . A special campaign kit was announced by Paramount for "A Place In The Sun." . . . U-I set a national tieup with the Everlast Sporting Goods Manufacturing Company for "Iron Man." . . . U-I's "The Mark Of The Renegade" was set for a world premiere on July 24 at the United Artists, downtown Los Angeles. . . . The "One World Award For Motion Pictures" for 1951 was announced as going to Lazar Wechsler, Swiss producer of "Four In A Jeep."

Allied Artists revealed that it would release "Disc Jockey" during "National Disc Jockey Week," Aug. 20-26, with world premieres in 31 key cities. . . . Para-

mount held world premiere of "Warpath" in Billings, Mont., at the Fox and Babcock.

The tour of Claire Phillips in connection with Allied Artists' "I Was An American Spy" was extended a month. . . . Paramount and Modern Photography set a national tieup for "A Place In The Sun." . . . The Motion Picture Association of America revealed a public relations program designed to intensify community support for outstanding motion pictures in cooperation with exhibitors in connection with "David And Bathsheba."

FCC Asked For UPT-ABC Okeh

WASHINGTON—The Federal Communications Commission was asked last week to ckeh the merger of United Paramount Theatres, Inc., and American Broadcasting Company. The new company, to be headed by Leonard H. Goldenson, president, UPT, will be known as American Broadcasting-Paramount Theatres, Inc.

The FCC has control of the 15 radio stations involved, five AM, five FM, and five TV. The Commission must determine whether the merger is in the "public interest, convenience, and necessity."

Under the terms of the merger, approved by the boards of both UPT and ABC, the new firm will be capitalized at \$17,160,940, and will issue 608,047 shares of five per cent preferred stock at \$20 a share and 5,000,000 shares of common stock at \$1 a share par value.

Skouras, RKO In Settlement

NEW YORK— It was learned last week that an out-of-court settlement had been reached in the \$9,000,000 anti-trust suit filed by Skouras Theatres and Metropolitan Playhouses in 1949 against RKO Radio, RKO Theatres, and Radio-Keith-Orpheum. The complaint charged RKO Radio with falsely representing its efforts to dispose of theatre interests owned jointly with the plaintiffs, in its consent decree with the Justice Department.

With both parties reaching an agreement, the suit was dismissed without payment of damages and without prejudice by stipulation carried out by the counsel for the respective litigants. An RKO official reported that the final disposition under the agreement was reached with the recent turning over of the Ward, East Bronx, to Skouras.

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Leo V. Seichsnaydre, Republic branch manager in New Orleans, all 295 pounds of him, is seen in a breeches buoy during a coast guard demonstration of this type of rescue work



conducted in connection with the recent opening of "Fighting Coast Guard" at the Joy, New Orleans. The idea stemmed from manager Ernest McKenna, who handled the campaign.

NEWS OF THE

Territory

BRANCHES

Atlanta

O. S. Barnett, office manager, Monogram Southern Exchanges, was back after a vacation in Florida. . . . The Hamilton Drive-In, Fort Payne, Ala., is offering free transportation to those who don't have a car. . . . John Cunningham, Savannah, Ga., was out swimming, had a run-in with a porpoise, and had his leg broken. . . . "Encore Night," featuring old films, is a new venture at the Garden Drive-In, St. Petersburg, Fla. Manager is James C. Mensen.

The new Joy Drive-In, Milton, Fla., opened with Haywood Hanna as manager. . . . New owner of the Palm, Dunedin, Fla., is Edward H. Eckert. . . . Representatives of the Brevard Theatre Company filed an application with the NPA to build a drive-in near Eau Gallie, Fla. . . . Olin Evans, owner, Star-Lite Drive-In, near Florida, Ala., will soon start work on his second one, with room for 250 cars.

The City Council of Cocoa, Fla., adopted a resolution requesting the NPA to reconsider the application of the Cocoa Theatre, Inc., to construct a drive-in. The board some time ago rejected the original application. . . . Julian C. Harper, 59, for many years president, Local 236, Birmingham, Ala., died. . . . Fred Collins, cashier, Paramount, was at home on account of illness. . . . Grace Bramblett, secretary, Paramount, has been elected associate grand conductor, Order of the Eastern Star.

Mrs. Gwendlyn Jones, secretary to Nash Weil, Wil-Kin Theatres, resigned. Jack Carver moved from the purchasing department to sales. John Baldwin will replace Carver. . . . James Cagle has opened his new St. Clair Drive-In, Pell City, Ala.

Colonel T. E. Orr, president, Orr Theatres, opened his new 400-car drive-in near Albertsville, Ala. . . . Eddie Foster

has been appointed sales representative with Republic.

The Plaza, Athens, Ga., closed.

In connection with "Half Angel," the Alabama, Birmingham, Ala., in cooperation with The Birmingham Post Herald, sponsored a sleep-walking contest.

Bob Moscow and Otto Gross, Rialto, had a swell front for "Fabiola." . . . In Lakeland, Fla., theatregoers contributed approximately \$300 to the cerebral palsy campaign. Whitney Lindsey, city manager, Florida State Theatres, turned that amount over to the drive head.

F. C. Collins, Paramount, is back after illness. . . . R. B. Wilby, United Paramount Theatres, went to New York to sail for Europe to spend the summer. . . . Talgar Theatres announced that it has taken over the Drive-In, Deland, Fla., from former owner Hawkers.

A certain Atlanta theatre is going to pitch a whoppin' "hen party" for the



Pictured at the recent Warners' "Look Forward" screening of new product in Charlotte are the exchange personnel in attendance, and, in the top photo, from left, are salesmen George Graves and Marsh Funderburk, booker Canoll Ogbrun, salesmen B. J. Keyhan and Vince Josack, branch manager Grover Livingston, bookers M. V. McAfee, Leo Wann, and home office representative Sol Kranitz. Seen in the photo below are Livingston, Keyhan, Kranitz, and district manager W. O. Williamson, Jr.

girls during the week of Oct. 1. No men will be admitted to the theatre, and plans are underfoot to substitute the male ushers with usherettes. A sign in front will proclaim "For Women Only."

The Galax, a unit of Acme Theatres, Birmingham, Ala., closed. . . . The Loma, Griffin, Ga., also closed. . . . The Savoy, Knoxville, Tenn., changed its name to the Booker T.

Gordon Bradley, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" drive.

On the Row were: Carl Hutton, Melody, Jefferson City, Tenn.; Nat Williams, Interstate Theatres, Thomasville, Ga.; Spence Pierce, Knoxville Drive-In, Knoxville, Tenn.; Sidney Laird and L. J. Duncan, West Point Amusement Company, West Point, Ga.; Howard Schussler, former head booker, Lam Amusement Company, Rome, Ga., sales representative for Kay.

REPUBLIC — Maggie Gourage was on vacation. . . . Joe Lancaster, shipping, was departing on vacation. . . . Paul Jenkins resigned.

New owner of the Galax, Highlands, N. C., is O. F. Summers. . . . Charlie Karr, Martin head booker, was visiting in Texas. . . . New owner of the Louisville, Ala., theatre is Frank Pierce. . . . Jim Cronnin, Republic, is the business agent of Local F-49. . . . H. L. Burger was appointed assistant manager, Dixie Drive-In.

R. Norris, Hollaway manager, Alabama, Birmingham, Ala., is publicity and promotion director for the Community Chest drive.

Eddie Watson, Strand, Mont Vallo, Ala., was in. . . . Marcelino Melendreaas, head shipper, Realart, Tampa, Fla., returned there after a visit here.

Robert West is building a new 250 car drive-in, the Skyview, Centerville, Tenn. . . . N. Leach's new 250-car drive-in, Jellico, Tenn., has equipment sold

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The recent "Look Forward" screenings of new Warners product in New Orleans brought exhibitors and exchange personnel together for a snack at Palms Restaurant, and among those there were, top to bottom, left to right, Frank DeGraauw, Bob DeGraauw, John Luster, branch manager Luke Conner, Lawrence Woolner, Davis Richarme, Michael Berenson, Abe Berenson, William Sindy, Mrs. Sindy, Mrs. Catherine Bonneval, Clayton Castbergue, Joseph Springler, Sidney Otis, Charles Varnado, Clarence Thomasie, Mrs. Ray Thomasie, Mrs. Jack Auslet, Mrs. Roy Lombardy, Mrs. Harry Bye, Mrs. Ed. B. Handlin, Vic Smoltich, Nick Skimetta, Michael Berenson, A. Berenson, Conner, B. Woolner, L. Woolner, R. A. Boykin, Catbergue, Varnado, Springler, Sindy, Sam Corte, Richarme, Conner, L. Woolner, B. Woolner, William Specht, M. Berenson, Abe Berenson, Mrs. T. Lupo, Varnado, and industryites F. and B. DeGraauw.

by Jack Hunt, Tennessee sales representative, Wil-Kin Theatre Supply.

Hilda Knight was added to the booking department at Monogram Southern Exchanges. . . . Ervin Yates, Monogram publicity department, was on a visit to the Atlanta office. . . . Pete Howell, Monogram head shipping clerk, is back after a fishing trip to Florida. . . . Mrs. Bonnie Sudan, Realart, was in Tampa, Fla., opening the new office.

James L. Stanton, head booker, MGM, has been promoted to sales representative, and will transfer his activities to the MGM new branch at Jacksonville, Fla. Edward Bendler, booker, succeeds Stanton as head booker. Charles Turner, sales representative, Atlanta, has also been transferred to the Jacksonville branch.

Fred G. Hull, Jr., has been appointed as manager, MGM's new branch office,

Jacksonville, Fla. This is designed to afford more efficient service to the Florida exhibitors. The new exchange is at 218 West Ashley Street. Robert Capp will be office manager-head booker.

Phenix City, Ala., honored the memory of the late Roy E. Martin, Sr., by dedicating its Idle Hour Park to him. . . . Ernest Pelegrin, office manager, Columbia, Jacksonville, Fla., went to New Orleans for a vacation. . . . Malcolm Estes, for the past six years, manager, Lake, Lake Worth, Fla., resigned.

H. B. Wrighton is now manager, Auburn-Opelika Drive-In, Auburn, Ala. . . . Walter Colby is manager, Boca Raton, Boca Raton, Fla.

Sam George, Paramount manager, was on vacation in Memphis and Florida. . . . Sam Pierce is house manager, Paramount. . . . Howard Schussler, formerly with the Lam Amusement Company, returned from Mobile, Ala. . . . T. G. McComb will name his new drive-in at Baton Rouge, La., the Airline, and will open about July 25 for 450 cars.

Jack O'Donnell, Lippert home office representative, was in visiting the branch.

Seen on the Row visiting were: Nat Hancock, Roosevelt, Jefferson, Ga.; John Edge, Mars, Lafayette, Ala.; R. D. Page, Maury and Lyric, Mt. Pleasant, Tenn.; Mack Jackson, Strand and Jackson, Alexander City, Ala.; R. H. Brannon, Dahonega, Ga.; Mr. and Mrs. Roy Mitchell, Mountain, Stone Mountain, Ga.; L. O. West, Florida, St. Augustine, Fla., and Bill Fincher, 23 Drive-In, Chattanooga, Tenn.

COLUMBIA—Curly Burns returned after a vacation in Iowa. . . . Ruthledge Ingram, daughter of Bob Ingram, branch manager, was married to Robert Gross.

Holt Gowinner, publicity chief, Georgia Theatres, was back after a vacation spent in St. Simon Island, Ga. . . . Nell Hanson, shorts booker, Georgia Theatres, is back after a trip to Jacksonville, Fla. . . . T. R. Jones, head booker, Georgia Theatres, is back after a vacation in Wheeling, W. Va. . . . Tommy Lynn, booker, vacationed in Baxley, Ga., and Edith Fleming in Portsmouth, Va.

Other Florida cities are watching for reaction to the ticket tax levied by the Panama City, Fla., City Council. The city was barred from placing a similar levy last year when Martin-Davis Theatres went to court but the legislature approved enabling legislation. The city's new levy is one cent on tickets 15-30 cents, two cents on 30-50 cents, and three cents on higher scales.

The Federal Communications Commission approved an application of the Neely Broadcasting Company, owners, Neely Theatre Circuit, Alabama, for a new station in Marion, Ala.

The city fathers in Hartselle, Ala., passed a new amusement tax. The tax is 15 per cent, payable on the first of each month. Half of the amusement tax

will go for school programs while the remainder will go into the general fund.

Charlotte

Albert Duren, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" drive.

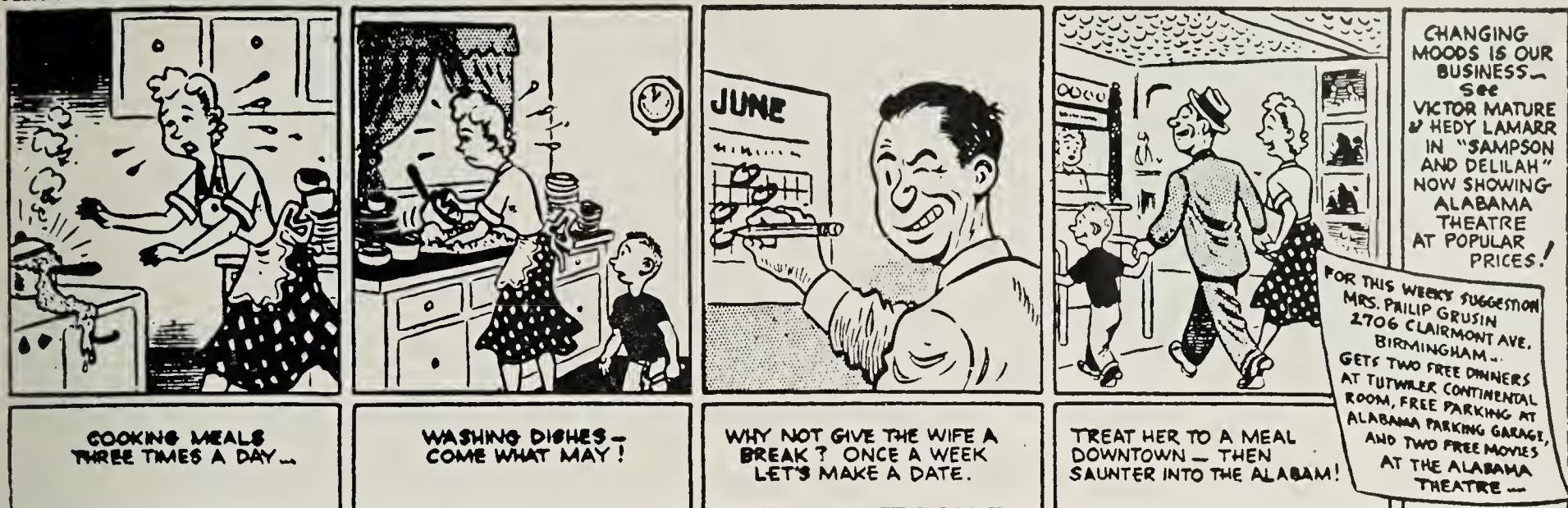
R. C. "Bob" Saunders, Theatre Booking Service, and family spent a vacation in Miami, Fla. . . . Caroline Hartman, secretary to Hy Holston, 20th Century-Fox, resigned to accept a position in Casa Blanca, South Africa. . . . Johnny Martin, salesman, 20th Century-Fox, is a proud papa. The stork left a six-and-one-half-pound boy. . . . Clay Jessup, Exhibitor Service, is on vacation. . . . Lou Ram, Aiken, S. C., won the round trip ticket to Cuba sponsored by the Variety Club. . . . George Graves, salesman, Warners, resigned. . . . Jimmy Hobbs, branch manager, Monogram, Atlanta, was a recent visitor on Film Row. . . . Cy Dillon, branch manager, Republic, attended a sales meeting in New Orleans. . . . Mrs. Beula Patterson, wife of Pat, office manager, Columbia, was buried on July 6. Deepest sympathy is extended to Pat and family. . . . Bob McClure, Theatre Booking Service, is all smiles. The stork left a little baby girl. . . . Margie Robinson, Republic, is vacationing at Myrtle Beach, S. C.

Seen on Film Row were: Mrs. Lelia and Howard Anderson, Anderson Theatres, Mullins, S. C.; J. C. Peed, Granville, Creedmoor, N. C.; Pete Lassiter, Lassiter Theatres, Conway, N. C.; Bert and Lou Ram, Patricia Theatres, Aiken, S. C.; Tom Gibson, Scotland, Laurinburg, N. C.; H. T. Chapman, Cherryhill Drive-In, Cowpens, S. C.; Jack Fuller, Ritz, Columbia, and State, Spartanburg, S. C.; I. W. Holliday, Holliday, Aurora, N. C.; Mrs. J. F. Dobson, Williston, Blackville and Barnwell, S. C. . . . Elma Caldwell, secretary, Republic, visited in South Hill and South Boston, Va. . . . Henry Nelson, State, Loris, S. C., was in conferring with Russ Henderson, Theatre Booking Service. . . . Mrs. E. L. Derrick, Chadbourn, Chadbourn, N. C.,



Delegates to the recent convention of the Mississippi Theatre Owners in Biloxi, Miss., included, from left: Charles Eudy, Houston, Houston; J. Rogers Lamantia, RKO branch manager, New Orleans; G. DeNeve, Varia Drive-In and Highway 80 Drive-In, Jackson; Raymond J. Goodman, State and Rex, Starkville; Leon J. Bamberger, RKO sales promotion manager; T. M. Jourdan; Majestic, Iuka, and A. M. Randall, Fern, Woodville, and Centreville owner.

REEL LIFE (Advertisement)



This clever institutional ad in the form of a comic strip was developed by Norris Hadaway, Alabama, Birmingham, Ala.,

as a cooperative arrangement with a downtown restaurant, and was run on newspaper comic pages with good results.

bought a summer home at Lake Waccamaw, N. C. . . . J. M. O'Neal, Star, Fremont, and Kenly, Kenly, N. C., was in conferring with Max Reinhardt and Clay Jessup, Exhibitor Service.

Memphis

James W. Seay, owner, Grand, Caldwell, and Arbyrd, Mo., reentered the Army Air Force with the rank of major. He will be stationed at Maxwell Field, Montgomery, Ala., temporarily, after undergoing a training course at the University of Missouri. His wife, Mrs. Juanita Seay, will operate the theatres in his absence. The Seay's have three children.

20TH-FOX — Mrs. Evelyn Hammonds, secretary to branch manager Tom Young, finished the last section of her summer vacation. . . . On vacation were Ethel Wolf, inspectress, and Margaret Wood, stenographer. . . . Exhibitors calling were Mrs. Bob Bowden and her associate, Mrs. Keller, Joiner, Ark.; W. D. Gray, Rutherford, Tenn.; Mrs. J. C. Noble, Leland, Miss.; Leon Roundtree, Holly Springs, Miss.; Eugene Higginbotham, Leachville, Ark.; W. R. Ringger, Lake City, Ark.; Miss Amelia Ellis, Mason, Tenn.; Charles Reverly, Stevens, Ark.; Ben Jackson, Ruleville, Miss.; W. A. Weaver, Noble, Ark.; A. D. McAllister, Grand Junction, Tenn., and W. F. Ruffin, Sr., Covington, Tenn.

WARNERS — Frank Carter, branch manager, went into his yard and stepped on a glass bottle which severely cut his foot. However, he is able to be around on crutches.

New Orleans

James R. Grainger, Republic executive vice-president in charge of sales and distribution, presided over a regional sales meeting at the Jung Hotel.

Southern district manager Walter L. Titus, Jr., and a group of seven branch managers attended the session. Branch managers present were: J. H. Dillon, Charlotte; E. H. Brauer, Atlanta; Harold E. Laird, Tampa, Fla.; Nat Wyse, Memphis; John J. Houlihan, Dallas; David Hunt, Oklahoma City, and Leo V. Seicshnaydre, New Orleans.

Edith and Jack Poelman flew to San Francisco for a visit with the former's brother, wife and baby, the William Goodrows. They returned with the Goodrows, who are here for a fortnight visit with Mr. and Mrs. F. F. Goodrows. . . . Ernest Drake, Ponchatoula, La., and Charles Lamantia were visitors.

Larry, Ann, and Wayne Dufour are back from a pleasure trip on the Gulf Coast. . . . Ralph Reid is back from Memphis, where he was in charge of Theatre Poster Exchange while Henry



Pictured in Los Angeles at a recent luncheon honoring Morey Goldstein, Monogram vice-president and general sales manager, are, from left, Al Gould, Fremont Theatres, Las Vegas, Nev.; Arthur C. Bromberg, Monogram-Allied Artists franchise holder in Atlanta, and Frank Prince, Fox West Coast Theatres.

Werling was here readying his family to be moved there for permanent residence. . . . Margaret Thomas, 83, mother of Kenneth Thomas, passed away. . . . Jack Kirby, district manager, Warners, visited.

Visitors were George French, Mendenhall, Miss.; John Elzey, King's, New Roads, La.; Tom Watson, Ellisville, Miss.; O. Gaude, Port Allen, La.; Ernest Delehaye, Maringuoin, La.; Robert Molzon, Norco, La.; Joy N. Houck, Joy Theatres, Inc., and Ernest Landaiche, Biloxi, Miss. . . . The new Gordon, Baton Rouge, La., opened. Tom Neely, National Theatre Supply, was among the first nighters.

Robert Tabary has been added to Republic as 16mm. film salesman. . . . Mr. and Mrs. C. H. Crossley, Royal, Laurel, Miss., were in . . . Mr. and Mrs. Miramon spent a week at their summer cottage in Grand Isle, La.

F. G. Pratt, Jr., made the rounds. . . . Harry Thomas, booker, T. G. Solomon Theatres, McComb, Miss., kept the exchange bookers busy. . . . Billy Briant, 20th-Fox; William Cobb, Exhibitors Poster Exchange, and John Wimberly, Columbia salesman, were also among the first nighters for the New Gordon opening in Baton Rouge, La.

Ed Jenner, Drive-In, Laurel, Miss., stopped enroute on a visit to his Midway Drive-In, Lake Charles, La. . . . B. B. Sharer, Barnett Films, Hollywood, was in. . . . Albert J. Francis, Washington, D. C., was visiting his sister Mary Claire and other kith and kin. She is booker for Paramount Gulf Theatres.

Harold S. Wycoff, Paramount salesman, hied to New York for his vacation. . . . Salesmen in were T. Thomas, Republic, and George "Singing Sam" Nungesser, Monogram Southern.

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Lorraine CARBONS, INC., BOONTON, N. J.



Dennis O'Keefe, star of Paramount's "Passage West," recently host at a special screening of the film at the Ritz, Birmingham, Ala., is seen with a few of the 700 underprivileged children at the Chamber of Commerce affair.

Among the theatre owners and managers visiting were John Richards, Slidell Theatres Corporation; Mortimer and Shiell, Skyvue Drive-In; Henry E. "Happy" Gowland, Famous; A. Rombach, Mecca; D. J. Ollister, Abalon; Frank Francois, Algiers Drive-In; George Zibilich, Nola; Dominick Zibilich, Dreamland, and Ed Ludmann, Escorial.

Mrs. Edward Shinn is recuperating after hospitalization. Her husband is salesman for Paramount. . . . Mamie, Milton, and daughter, Cathy Dureau, were visiting at President E. J. Lillis', Masterpiece, camp at Little Woods on the shores of Lake Ponchartrain. . . . Henry G. Plitt, Paramount Gulf Theatres, is back after a road trip.

Arthur Manson, who reopened the Avenue for Paul Giangrosso with "The Titan," followed by "The Blue Angel" and "The Devil and Daniel Webster," returned to New York.

Shirley Folse, National Screen Service, was in Algiers, La., with her cousin. . . . Tommie Shealy has been added to NSS payroll as booking clerk. . . . Lois Schneckenberger, NSS, was vacationing.

Paramount's Clyde Baigle is taking in the snow capped mountains and cool breezes of Denver on his vacation. . . . Barbara Klein is visiting the historical spots in Virginia.

Harry Warren Suddath, 47, owner and manager, Amusu, Natchitoches, La., died of a heart ailment.

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In Alexandria, La., remodeling work on the Don, to cost \$20,000 is underway. . . . At Baton Rouge, La., Gordon Ogden opened his new Gordon. It has stadium type seating, the lobby is paneled in blonde oak, and the outside is finished in red roman brick.

William Holliday, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" drive.

Alabama Montgomery

With the State Supreme Court ruling that theatres are not subject to the state's two per cent use tax on film rentals, it was estimated that theatremen would save approximately \$1,500,000 a year on the new tax. This reversed a previous ruling of Montgomery Circuit Court. Theatres already pay a two per cent levy on gross receipts, and that levy will be increased to three per cent on Oct. 1.

Arkansas Little Rock

James S. Carberry, recently with RKO Keith's, Washington, D. C., is the new city manager for Rowley United Theatres.

Florida Jacksonville

Edward Chumley, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" drive.

Miami

William Hall, manager, Coral, was a vacation returnee. . . . Off to enjoy holidays was Wometco district manager Elmer Hecht. . . . James Bennett, manager, Flagler, temporarily closed the house. . . . The Lake, Lake Worth, Fla., has a new manager, Dudley Dickson. . . . An assessment of \$675,000 placed on the Miami and one for \$450,000 on the Carib have been protested by Wometco treasurer E. H. Radloff.

North Carolina Dunn

Hal H. Jordan, owner, Center-View Drive-In, between Dunn and Erwin, N. C., moved his residence from Charlotte to Dunn, where he will direct the operation of the theatre. A native of Atlanta, he has been in the business for 30 years, and went to Charlotte in 1924 to serve as branch manager of Warners, a position he held for 20 years. Six and a half years ago he went with Monogram. Donald Lee Adcox, is manager of the Center-View, and will continue as assistant to Jordan.

High Point

Hill Theatres, Inc., has obtained a certificate of incorporation from the



Among those at the recent Warners' "Look Forward" showing of new product in Memphis were, top, first row, from left, Nathan Flexer, Georgia and Tennessee exhibitor; Warner salesman Joe Young, second row, Earl Hartzog, salesman; Lyle Richmond, Richmond and Missouri, Senath, Mo.; Ed Cullins, Idlewild, Memphis; branch manager Frank Carter, and Alton Sims. In the center shot are Young, Edward P. Doherty, head, Exhibitors Service, Memphis, and Jack Katz, Tenarken-Paramount Circuit head. The bottom shot shows Orris Collins, Capitol, Majestic, and Sunset Drive-Ins, Paragould, Ark., and Mrs. Collins; Mrs. Dave Flexer, Pete Flexer, and Dave Flexer, Ritz and Peabody, Memphis and Sunset Drive-In, West Memphis, Ark.; Varsity and Strand, Amory, Miss., and Magnolia and Ritz, New Albany, Miss.

Secretary of State to operate theatres with authorized capital stock of \$100,000. Incorporators are V. L. Hill, and Ellen Hill, both of High Point, and LeRoy McSwain, Robbins, N. C.

Sumter

The Lyric, destroyed by fire on Feb. 27, has been completely rebuilt and refurnished, and reopened on July 2. Isidore Denemark and J. Lawrence Goldsmith are owners of the 350-seat all colored house. They also operate the Carolina.

Whiteville

High winds played havoc with the 2,000-foot screen of the Star-Lite Drive-In during a rain and electric storm, the screen being ripped from its supports, and dumped on the ground. The damage was estimated at \$3,000. The film showing at the time was "After the Storm."

NEWS OF THE

Territory

Chicago

Harry Weisberg, 66, a projectionist who had worked continuously for 40 years, died. He was at Today for 12 years. . . . Harry Blackford opened his new playhouse at St. Joseph, Ill.

At the first annual dinner dance given for members and friends by Loge 15, Colosseum of Motion Picture Salesmen of America, President Harold Zeltner, president, Chicago Loge, said: "We salesmen are striving to maintain harmony. We shall do our best to aid the greatest business that was ever created." Sam Leshner, The Chicago Daily News reviewer, said: "If anyone has any doubts about the success of the motion picture industry, I shall be glad to meet him in the lobby. People will always go to the movies to laugh, and forget." Lou Goldberg, Paramount, emceed a stage show, followed by the dance. President Zeltner, at a luncheon given for the press, clarified statements made regarding Colosseum's affiliation with national labor organizations.

Richard Galvin, Grove manager will take another vacation in Colorado. . . . Matt Schiedler, Hartford City, Ind., exhibitor, took a vacation drive to the coast.

The Holiday, River Forest, Ill., conducted a benefit for the Shriners' hospitals for crippled children. . . . Finishing touches are being put on the new Call, by Central States Theatre Corporation, Algona, Ia. . . . Harold G. Bernstein, Bernstein Theatres president, took over the Lake from William Kentz, and the Rivera from Edward S. Pascoe, Port Huron, Mich.

Kenneth Ziemann, Loyola Academy pre-medical student, is working his way through college by pinchhitting at the Astor. . . . Morton W. Yurner bought the Lyceum, Terre Haute, Ind., from Carl Jeffery.

John Field, Cosmo manager, became a grandpa again when his daughter-in-law, Mrs. John Owen Field, was presented with a son. . . . Francis Duckles was placed in charge of the Frolic by Warner Theatres. . . . Martin L. Holzman purchased the Fort Dodge, Fort Dodge, Ia., from Clyde Shade. . . . Mr. and Mrs. John Alexander bought the Ritz, Mooresville, Ind., from Mr. and Mrs. William McNabb.

James Marlow was named manager, Fox Bay, Whitefish Bay, Wis. . . . Jack Wilson was appointed manager of the Sky Drome Drive-In, New Castle, Ind., by M W and M Enterprises Corporation, Ted Mendelssohn, Marc Wolf, and Mannie Marcus.

The car capacity of the Jacksonville, Ill., Drive-In was increased by 150 to 650, by the Central Amusement Com-

pany. . . . Harry Melcher is finishing an outdoor at Wisconsin Dells, Wis.

Gustave Hetzel, pioneer projectionist still on active duty, is receiving condolences over the death of his son, Walter G. Hetzel, 58. . . . Bill Miller acquired the State, Elkhart, Ind. . . . L. H. Pettit opened his new theatre at Licking, Mo.

Dallas

Managers of five branches of Paramount's south central division met with division manager Duke Clark to map merchandising and distribution plans for the "Salute to Al Schwalberg" sales drive. Branch managers included Harry Haas, St. Louis; Harry Hamburg, Kansas City; C. H. Weaver, Oklahoma City; Howard Nicholson, Memphis, and Heywood Simmons, Dallas. Also in attendance were Tom Bridge, special Dallas representative, and Lloyd Henrich, assistant to Clark.

The Bordertown Twin Drive-In, El Paso, Tex., on the Carlsbad Highway, is showing two features simultaneously.

Mrs. C. W. Matson, Dixie, Rockdale, Tex., gave friends on Film Row some watermelons. . . . K. C. Lybrandt, Majestic, Wills Point, Tex., brought to Film Row several baskets of king size tomatoes, and distributed them to friends.

N. C. Garrison, State, Garrison, Tex., kept a cool head but worked fast recently to extinguish a blaze in his projection booth. He had the film running again one hour later. . . . J. E. Mitchell, office manager, Republic, enjoyed a vacation.

Bill Williams, Film Row photographer, with a partner, Toby Lovinggood, opened Bill and Toby's Lounge at 2904 East Main Street, in Grand Prairie, Tex. Williams says, "I shall be happy to see more of my friends from the Row any evening except Wednesday night, when our ball team is playing."

U-I's remodeling of the cashier's department and sales supervisor's office was completed. . . . Miss Jesse Smith, U-I, left on an extended vacation in the Ozarks. . . . Merle Williams, U-I, spent her vacation painting and remodeling her home. . . . Walter Armbruster, Roy Smith, and Jerry Peterson, U-I, returned from a training trip with Uncle Sam in Louisiana.

Robert J. O'Donnell and Colonel H. A. Cole were in New York City for important meetings. . . . Theatremen were particularly interested in the Federal Reserve Bank of Dallas report reflecting up-to-date economic trends in the great southwest. Industrial activity throughout the southwest increased during May and early June.

G. J. Ebier reports that plans for a big bathing beauty contest at the King Drive-In, San Marcos, Tex., with the help of the Junior Chamber of Commerce and other civic groups seem to forecast a great attendance. The contest will be held on top of the concession stand on July 18. Publicity of all

kinds has been worked up by the Junior Chamber.

More than 650 women deluged the theatre switchboard for several days prior to the selection of a candidate to see "The Thing" in the Majestic at midnight all alone, with only attendants at the doors. If she could remain through the whole show, she was to receive a \$25 war bond.

Members and their guests of the Variety Club enjoyed the recent "Country Store" type of program arranged. Entertainment included a first class band, dancing, entertainment, and "Bingo." Jimmie Allard, manager, Palace, entertained the guests with his musical voice, and Irene Ryan, Baker Hotel, performed very graciously. "Dink" Freeman kept the audience in good spirits as emcee for the several acts, and baskets of food were given away.

"Theatre Tomorrow," a number of youthful players and technicians, members of divers Dallas theatre groups, is the latest addition to the growing Little Theatre clan.

Denver

About 80 Fox Intermountain Theatres personnel attended the summer convention at the Albany Hotel. Included were city managers, managers, and employees of the division office in Denver.

Harry Graham, Graham Theatre Supply, was shaken up when, as he said, he apparently blacked out on his way home while driving. His brother, Joe, is still seriously ill, confined to his home as the result of an operation performed about a year ago.

J. J. Morgan, for years manager, National Theatre Supply was taken to St. Joseph's Hospital following an attack of heart trouble. . . . Chet Miller, Fox Intermountain Theatres city manager, Sterling, Colo., has taken a leave of absence, Ed Rowson subbing for him. . . . R.E. Vaughn will manage the new 1,000-seat New Mesa Drive-In, being built by Westland Theatres at Pueblo, Colo., with opening date tentatively set for Aug. 15. . . . Leon Coulter sold his Loveland, Loveland, Colo., to Gibraltar Enterprises, which owns the other theatre in the city, the Rialto. . . . L. F. Flower sold the Palm, Bayard, Neb., to Owen Anderson.

Vince Footman, partner in the Victory, has been ordered to take an extended rest as the result of a heart attack. . . . Carl Larson, 20th Century-Fox office manager, is back full time following several weeks off as the result of sickness.

Seen on Film Row were: Mrs. Nora Wright, Flagler, Colo.; John and Selma Sakawa, Trinidad, Colo.; M. K. Ellis, Holly, Colo.; Lyle Myer, Yuma, Colo.; Tom Knight, Riverton, Wyo.; George Kelloff, Aguilar, Colo., and Larry Starsmore and Derald Hart, Colorado Springs, Colo.

Des Moines

The Opera House, Elgin, Ia., was destroyed by a fire. . . . Julian King and Raymond J. Lumsden, Town, Cedar Rapids, Ia., obtained a temporary injunction restraining the Merchants National Bank from obtaining possession of the theatre.

The new drive-in, the Chief, opened near Estherville, Ia., with owners Robert L. Johnson and Charles W. Legg announcing several new features.

Nathan Sandler recovered sufficiently from his heart attack to take over some of his duties. His son, Gary, associated with him in Theatre Enterprises, left for army service, and another son, Jay, is taking over his duties. . . . Donald Lee, Columbia booker, has been transferred to Omaha. . . . The Corral Drive-In, Webster City, Ia., was severely damaged by a recent windstorm.

Kansas City

Woody W. Sherril, city salesman, MGM, was named by the board of directors of Motion Picture Association of Greater Kansas City as interim director pending election by members of a successor to Robert L. Conn, transferred by 20th-Fox to Des Moines as branch manager.

Charles L. Mohler, publicist, Hallmark Productions, Inc., for the past six months, has been appointed zone manager of the Kansas-Missouri area. A resident of Coffeyville, Kans., the 32-year-old former manager of Fox Midwest Theatres, will distribute Hallmark's "The Prince of Peace" and other productions.

Los Angeles

Closed Fox West Coast houses in the territory now number 21, with the Belmont, Melrose, Monrovia, and Maywood shuttered.

Robert Kronenberg, Manhattan Films International, has been appointed distributor for "Angelo" in the 11 states west of the Mississippi.

Milwaukee

Ben Marcus, owner, Highway 44 Drive-In, near Oshkosh, Wis., recently received a three-quarter page picture spread in the rotogravure section of The Milwaukee Journal on the fine public relations job he did by making available his drive-in for the Sunday worship services of the Congregational Church of Oshkosh. The pastor's pulpit was on top of the projection booth while the church pianist provided music from the projection room itself.

Turston Wayner, Telenews manager and Variety Club Property Master, leaves for Chicago. Wayner has been with the industry for over fifteen years. Hugo Vogel, Chief Barker, says no successor has been chosen, as yet, to fill the post. Ellis Tuckwell takes over for Wayner temporarily at the Telenews.

The Colonial closed for the summer. . . . Connie Papas, Towne, underwent

an operation for ulcers. . . . WB employees had their annual outing at Lake Beulah. . . . Ralph W. Farrington sold his Fort, Montfort, Wis., to Walter Abel. Unity Theatres Management Company will do the buying and booking. . . . J. A. Walsh, Paramount, was in from New York.

The Bay, Green Bay, Wis., gave out 10 autographed baseballs, signed by members of the Blue Jay team. The theatre also threw a giant all-American kiddie sport show with 10 individual sport attractions. . . . W. C. Fischer, Campo, Campbellsport, Wis., and Frank Cartwright, Edgar, Wis., signed up with Theatres Service for buying and booking for their theatres.

Virginia Nalkowski, Paramount, is planning her vacation at Yellowstone Park. . . . Eileen Arndt, S and M Theatres, spent her vacation in Southern Illinois.

Johnny Roches, who manages both the Modjeska and Plaza for Fox-Wisconsin, ran a birthday party at the Modjeska for Father's Day. He had five dolls brought up, handed one to each father, together with all their clothing, and said, "Let's see what you men can do with these things." All entered into the spirit of the thing. All prizes and awards were donated by merchants.

Wally Hein, exploitation man for United Artists, was in working on "He Ran All The Way," Palace.

Piper Laurie and Tony Curtis were in to help promote "The Prince Who Was A Thief," Warner. . . . John P. Adler, Marshfield, Wis., is to be credited with giving Sheila Murphy, recently chosen "Miss Wisconsin," her chance on the road to fame. She was the winner of a beauty contest held at his theatre at Marshfield, Wis., at which time she received the \$100 prize.

Beverly Krasno, steno for U-I, left with her husband for a vacation in Florida. Other U-I employees who enjoyed recent vacations are Sidney Turer, salesman, and Lucille Steffen, inspectress.

Patti Page and Guy Mitchell will team up in a stage show at the Riverside beginning on Aug. 23, manager L. Roy Pierce announced. . . . Howard Gleason, Saxe Amusement Company, took a week's rest at Eagle River, Wis.

Abe Fischer, district manager, Republic, was in from Chicago. . . . Head shipper of National Screen Service, Harold Peterson, left for a vacation in California. Johnny Mednikow says that since he left, he is now the highest-priced shipping clerk in the country. . . . Emma Cadunac, head inspectress, U-I, married Aran Antonijevich, and returned after her honeymoon.

The Midway, Wausau, Wis., was robbed of \$100. After counting the money for the evening, the cashier stepped out to the street to see if the policeman was coming to escort her to

the bank. At that moment, a boy took the money from the boxoffice.

Tony La Porte, Avalon, was called by the police department at 2 a.m. to tell him that the side door of the theatre and the safe door were open. About \$1,000 in the safe had not been touched. La Porte had locked the safe himself a couple of hours before.

UA contract clerk Milly Bolster was married to Richard Sage, attending Marquette University. They spent their honeymoon at Brainerd, Minn., where they were married.

John P. Adler, Marshfield, Wis., was in to attend the convention of outdoor advertisers. In addition to his other interests, he is owner, Adler Outdoor Advertising Company, Marshfield. . . . Al Camillo, former Fox Wisconsin district manager, is now managing the Fox Uptown. . . . The new Delta Outdoor, near Wisconsin Dells, had its grand opening. It is owned by Unity Theatres Management Company. . . . John Bates, office manager, Republic, returned from a vacation at Indianapolis.

To exploit "Excuse My Dust," Standard's Riverside had an antique automobile exhibit sponsored by the Antique Automobile Club of America.

Minneapolis

An anti-trust suit being brought by Martin Lebedoff, Homewood and Brynwood, charging collusion between six distributing companies and Minnesota Amusement Company in a product "freeze-out," has been set for the September term of federal district court. Pre-trial hearings have been going on before Judge Gunnar H. Nordbye. Lebedoff seeks in excess of \$800,000 in treble damages.

Don Halloran left Warners. . . . Don Urquhardt, WB office manager, has been called up by the navy. Bob Long, formerly travelling auditor, has been named new WB office manager. . . . Joseph A. Walsh, head, Paramount branch operations, was in. . . . Esle Larson, 71, former owner, Cokato, Cokato, Minn., died recently.

Francis and Nancy James, U-I star, were in for p.a.'s at a defense bond rally and a screening of "Francis Goes to the Races." . . . Miner Circuit opened its new drive-in at Rice Lake, Wis. . . . Heavy winds caused considerable damage to the Starlite Drive-In, Albert Lea, Friedman brothers stand. . . . L. F. Buck has been named manager, Cloud Drive-In, St. Cloud, Minn.

Eddie Ruben's Starlite Drive-In, Grand Forks, N. D., has organized a "Knothole" gang for kids under 12. Members will police the stand in return for special privileges. . . . The 100 Twin Drive-In north of Minneapolis is giving away a "live beef" in a tieup with 20 merchants and Columbia's "The Brave Bulls." . . . Warren Burke has been named manager, Casino and Odean, Marshalltown, Ia., two houses recently purchased by Ralph Branton.

Minnesota Amusement Company closed the 300-seat Avon, Sioux Falls, S. D., until the fall. . . . After two weeks of a 30-day test of a lowered admission scale, the 1,000-seat Paradise returned to a 42-day break and a 50 cent top admission. The house had tried older films at 35 cents top.

Condolences go to Ted Bolnick, whose mother passed away. Bolnick, formerly general manager, Berger Circuit, is now operating a theatre in Los Angeles. . . . Mrs. Stanley Kane, wife of the NCA executive counsel, has been named to the board of Minnesota League of Women Voters, and will edit their publication. . . . Ben Marcus, Columbia mid-west division manager, was in.

Church services are being held on Sunday mornings at the 7-Hi Drive-In. . . . K. H. Douglas purchased the Lake, Willow Lake, S. D., from M. S. Hamre. . . . Plans of a group of theatres to give away automobiles at about a dozen neighborhood stands have been temporarily stymied. One theatre owner dropped out, and the cars eventually will be switched from Dodges to Chevrolets.

One hundred awards were distributed to the sales staff of Reid H. Ray Film Industries at a recent sales conference.

Omaha

Oscar Galanter, formerly with Columbia here, is now office manager for U-I in Denver.

Portland

Seldon Burns, president, Modren Theatre Supply, distributor of RCA equipment in Washington, Oregon, Idaho, Montana, and Alaska, announced that E. L. Walton, former vice-president and assistant general sales manager, Republic, has purchased a half interest in his company.

Basil Bashor, manager, Liberty, Kelso, Wash., is celebrating his 25th year in theatre business. Rayburn Bashor, a cousin, is manager, Kelso. . . . Max Bercutt, Warner field representative, was in conferring with J. J. Parker executives. . . . Al Bennett, Barber Boulevard Drive-In, celebrated his first anniversary. . . . Bill McKevitt, Oregon Coast Theatres, is joining the air corps.

Rex Allen made personal appearances at the Liberty, Spokane, Wash., in conjunction with "Under Mexicali Stars." . . . Sol Maizels was named manager, Aladdin. It will be remodeled. . . . The first anniversary of the Rainbow, Joseph, Ore., will have the "Cattle Drive" premiere with personal appearances by Joel McCrea, Chill Wills, and Robert Steel, say Walter Brennan and Frank McCully. . . . The Downtown, Jones Enterprises, closed.

St. Louis

Gordon Halloran, manager, 20th Century-Fox, is seeking territory suggestions for the title to be given the motion picture about the life of the one and only Herman Jerome "Dizzy" Dean.

A cerebral palsy committee meeting of film exchange managers was held at the office of Harry H. Haas, Paramount manager, chairman.

St. Louis Amusement Company closed the Capitol, 871 seats, Kingsland, 900 seats, and Maffitt, 955 seats. The reopening of their Aubert, 1400 seats, has been postponed indefinitely. Likewise, the proposed early reopening of the West End, 990 seats, has been postponed.

A vial of tear gas like the one that first routed burglars attempting to open the safe of the Congress proved little of a handicap to intruders on a second trip. They managed to break open the safe door, and escaped with \$1118. Vernon Whiteside, manager, told police that the side door of the theatre had been forced open. A vial of the tear gas attached to the combination was broken, but this time the burglars apparently had gas masks to avoid the effect of the gas fumes. Burglars who broke into the New Shenandoah had no luck in their efforts to force the office safe, and had to be content with carrying off 5000 admission tickets and candy bars.

Edward B. Arthur, general manager, Fanchon and Marco-St. Louis Amusement Company, has been named chairman for the amusements sub-committee, civil defense organization. . . . Bob Johnson, manager, Strand and Uptown, Fairfield, Ill., was medicating a mess of poison ivy rash. . . . The Aubert, Fanchon and Marco-St. Louis Amusement Company, reopened. The West End, dark for some weeks, also is being readied for an early reopening.

Homer Risey, former United Artists salesman, joined the Warner sales staff, replacing Jack Harris, Missouri salesman, transferred to the Kansas City branch.

The Airway Drive-In's ancient fire pumper truck nearly went up in smoke because it couldn't muster a gallon of water in its own defense. The 1921 pumper, presently used to give free rides to children attending the drive-in, owned by the Mid-West Drive-In Theatres Company, developed engine trouble, and caught fire as it was being tuned up for heavy duty. Sidney Sayetta, manager, rushed to the drive-in office to get a fire extinguisher, and proceeded to play a stream of chemical solution on the flames from a safe distance.

A Requiem High Mass was said at Our Lady of Pillar Catholic Church, Ladue, St. Louis County, for Thomas C. Tobin, 52, theatre owner and manager and former film salesman and exchange manager, who died of a heart attack as he was driving to East St. Louis, Ill., where he was a partner and resident manager for the Frisina-St. Clair Amusement Company in the operation of theatres.

In Belleville, Ill., funeral services were held for Herman F. "Ham" Win-

ter, 67, veteran projectionist, Lincoln, who died suddenly at his home.

In Steeleville, Ill., the 400-car drive-in being constructed at the Steeleville Y by Stuart Morgenstern and Woody Schmidt, Pinckneyville, Ill., was scheduled to open. Co-operative Theatres of St. Louis, managed by Andy Dietz, is to do the booking and buying.

In Potosi, Mo., Harry Blount, owner, Plaza, hopes to effect some of the overhead costs of his theatre through the tomato crop he hopes to harvest from those tomato plants he is raising on top of the theatre roof.

A cooking school was held in the Lux, Edwardsville, Ill., operated by Fred Ballard, Paul E. Horn, and William Metcalfe.

In Flora, Ill., B. V. Spalding recently completed the installation of a modern cooling system in the Town.

In Edinburgh, Ill., the Rio, 150-seater, dark since Jan. 2, has a new owner, Lee Campbell Rockford, Ill., who renamed it the Palace. The theatre formerly was operated by A. L. Vetter. . . . In Creal Springs, Ill., the Creal, 200 seats, has been sold by Dennie Campbell to Mrs. R. G. Champion, Marion, Ill.

Salt Lake City

Rex Allen was in the territory making personal appearances.

The local drive for cerebral palsy funds has been extended to the end of July. Among the stunts that added impetus to the drive locally was the use of disc jockeys. This is the Variety Club "Heart Fund," which each year is devoted to some "heart" cause. Variety plans to endow a chair at the local university.

Mrs. Harriet Gordon has been given the position of office manager for National Screen. Myer Coleman, for 20 years with this company, is now head shipper. . . . Associated moved its office to the old ELC exchange at 52 East First South. Chick Lloyd, Manley Popcorn Company, is associated. . . . Tom Bailey, franchise holder, Lippert, will attend the premiere showing of "Little Big Horn" in Billings, Mont. . . . Ralph Lewis, former shipper, Columbia, is now in Japan with the armed forces.

When John Derek and Jody Lawrence were in for the premiere of "Mask of the Avenger," they entertained the top teen-age Utah boy and girl. A contest held by The Desert News awarded the privilege to the youths who wrote the best entries to the question "What I Would Ask John Derek If I Could Interview Him," listing six questions.

Lewis Cotlow was in in person for the opening of "Jungle Headhunters," Studio.

A recent robbery at the Pioneer Mortor-Vu, Provo, Utah, netted the burglars about \$900 in cash and currency.

San Antonio

Operators of indoor theatres are mulling the possibility of increasing the admission price for children from the present nine cents to 20 cents. . . . Construction of new offices and film exchange for the Azteca Films, Inc., has been started.

Each Tuesday is "Monte Carlo Night" at the Alamo Drive-In with more than \$300 being given away currently. . . . At the Mission, Rigsby, and South Loop, watches, silverware, toasters, dishes, and waffle irons as well as other prizes are given away.

G. Martini, president, Martini Theatres, Galveston, Tex., announced that the group will be reorganized due to the separation after 16 years as partners with Interstate. Other officers include R. E. Oldfield, vice-president; Herman E. Kleinecke, Jr., secretary, and John Tolle, treasurer. Three major stockholders include Mrs. Anita Martini, Mrs. Dona Tolle, and Mrs. R. E. Oldfield. The circuit now operates two theatres at Galveston, Tex., the Martini and Isle. The circuit closed the Tremont and Key.

San Francisco

Jerry Cole, Paramount, won the most talked-about prize at the Variety Club picnic, a television set. Issy Wolfe, National Screen Service, reported to have not removed his hat during the entire day, won the "most inappropriate prize," a half gallon of cherry punch. Much of the affair's success is credited to the energetic work of chairman Rodda Harvey and publicity chairman Bob Clarke. . . . A fire of undetermined origin destroyed the 1200-seat Pacific Grove, owned by Golden State Theatres. Rebuilding will soon be underway. . . . L. S. Hamm, president, Westside Theatres and California Theatres Association, returned from an Oregon vacation. . . . Miss Gay Hayward, secretary to Bryan Stoner, assistant western division manager, 20th-Fox, resigned to accept a position with the State Department in India. Sally Davis, secretary to Stoner for many years, returned to pinchhit until the replacement arrived. . . . Rotus Harvey, president, PCCITO, issued a warning to all theatremen in citing the kidnapping and murder of Betty Jean Hull, who was lured from a theatre in Southern California. "This should be a warning to all theatre owners and managers to tighten their vigilance over unaccompanied children," said Harvey who also cautioned, "close supervision of children in theatres is always a 'must,' and now is the time to renew employee instructions and training." . . . James Hickenbottom, assistant manager, Fox West Coast's Cinema, resigned.

Topic of conversation was Lloyd Katz, North Coast Theatres booker, and his first 89. . . . Rosalind Smith has taken over the utility desk at Columbia. . . . Inez Brody, manager L. E. Tillman's secretary at Columbia, is recovering from the shock of a fire at her

home. . . . Peggy Gilson is Bryan Stoner's new secretary at 20th-Fox. . . . Toni Landi, producer of "The Scarf," visited United Artists. . . . Hannah Steele, biller at UA, resigned. Marie Clark, switchboard operator, stepped up. . . . Returned from vacation at Warners were biller Sheila Katz and percentage clerk Beatrice Lem. . . . On vacation is Warner office manager Joseph Hanley, who joined his family after two weeks of "batching."

Max Bercutt, Warners, has been busy lining up advance bally for "On Moonlight Bay," Paramount. A male quartet contest is proving popular.

Showmen who participated in arranging the Israel Bond Show and Rally at the Geary were Abraham Berry, General Theatrical; Jack Blumenfeld and Joe Blumenteld, Blumenfeld Theatres; Irving Levin, San Francisco Theatres, Inc.; Hulda McGinn, California Theatres Association; Michael Naify, Golden State Theatres; Paul Speir, The Amusement Guide, and Jerry Zigmond, United-Paramount Theatres. George Jessel accepted the invitation to emcee.

Mourned was James O'Neil, who died suddenly at his Woodside Hills home. President and partner of the Coast Popcorn Supply Company, O'Neil was Chief Barker, Variety Club, in 1949 and head canvasman in 1950. . . . Graham Kisingbury, district manager, North Coast Theatres, and Lloyd Katz, North Coast film buyer, were scheduled to be in Los Angeles for confabs. . . . The Orpheum, for "He Ran All The Way," sold Dean Jennings, columnist of The Call-Bulletin, on a feature paragraph, and was the recipient of good advance publicity because of 150 window cards distributed by the local Screen magazine dealer. Bob Goodfried was in to assist manager Jack Miller and publicist Anne Belfer in the campaign.

Bucky Williams, formerly with Robert Lippert's Newsvue, is now coowner, 286-seat Peerlex, formerly the New Peerless, Oakland, Cal. . . . Bill Blake, Golden Gate publicist, arranged a telephone conversation between Josephine Baker, scheduled for an "in person" show, and The Examiner drama critic Hortense Morton. . . . Edward G. Malley's Downtown was scheduled to resume its vaudeville policy on weekends.

Seattle

Eddie Walton, former vice-president and assistant general sales manager, Republic, purchased a half-interest in Modern Theatre Supply, distributor of RCA equipment in Washington, Oregon, Idaho, Montana, and Alaska. Announcement of the partnership was made by Selom Burns, president. For many years, Walton was identified with Film Row as manager for Republic when the franchise was owned by J. T. Sheffield. Burns has been head of Modern Theatre Supply for the past four years.

The annual golf tournament of the Northwest Film Club will be held at the Rainier Golf Club on July 27. Chairmen of committees working on arrangements include: Tickets—Ed Lamb, RKO; prizes—Oscar Chiniquy, National Theatre Supply; dinner dance—Roy Brobeck, B. F. Shearer Company; grounds—Georeg de Waide, U-I, and women's committee—Mrs. Dwight Spracher. There will be prizes for guests as well as for exhibitors, theatre employes, film exchange employees, and supply personnel.

R. R. Reneau sold his Proteros, Proteros, Wash., to Robert Gray. . . . Walter E. Timm recently purchased the Woodland from Ted Wilson. . . . L. O. Lukan combined business with pleasure on an inspection of Sheare theatres at Juneau and Ketchikan, Alaska. He was accompanied by Mrs. Lukan. During his absence, Bill Kostenbader was manager, Green Lake. Kostenbader is now managing the Varsity until a successor is named to replace Don O'Leary who resigned to go into the lumber business.

Mary Anabel, Saffle Theatre Service office, returned from a vacation in Yellowstone Park. . . . Margaret Veit joined the office staff at Monogram as cashier. . . . Rose Feldman, secretary to Ed Cruea, Monogram manager, is resigning to get married. . . . Clinton McFarland, publicity director, Sterling Theatres, left for Jericho Beach, B. C., with his wife and two daughters for a vacation. . . . Phyllis Berry, Sterling accounting department, returned from Minneapolis. . . . Mrs. J. S. Biddle, mother of Ed Cruea, Monogram, left for Utah accompanied by the Cruea daughters, Dee and Donna, who will be her guests on her ranch. . . . Mrs. Jennie Blatt, mother of Harry Blatt, U-I salesman, and Eve Rubenfeld, secretary to Jack Burk, 20th Century-Fox manager, was confined to Providence Hospital with a heart condition. . . . Tom Shearer and Hal Daigler, B. F. Shearer Company, were on a fishing trip in Canadian waters.

Among state exhibitors on the Row were: Mr. and Mrs. Henry Mullendore, Auburn; Eva Raatz, Oak Harbor, Oak Harbor; A. L. Kmox, Tieton; George Blair, Port Orchard; Keith Beckwith, North Bend, and Les and Cora Theuerkauh, and granddaughter, Trudie, Tacoma.

Zollie and Sylvia Volchok are parents of a son, their third, born in Doctors' Hospital. They have named him Tony. Volchok is city manager for Sterling Theatres. . . . Lola Robinett, wife of Chilton Robinett, former 20th Century-Fox branch manager, is here convalescing from an operation. . . . Sid Dean, Tacoma, Wash., exhibitor, and family returned from a vacation in Haley, Idaho. . . . Art Slater, Northwest Film Service, bought a new home near Bellevue on Lake Washington. . . . Naomi Garcia, secretary to Henry Haustein, Paramount branch manager, left for a vacation. Haustein returned from a branch managers' meeting in Los Angeles.



Steve Cochran and Philip Carey are shown clowning recently with manager Cliff Buechel, Mary Anderson, Louisville, Ky., backstage, prior to a personal appearance for the opening of Warners' "Inside The Walls Of Folsom Prison." The stars were on location.

NEWS OF THE

Territory

BRANCHES Cincinnati

William A. Meier, Paramount branch manager, attended a divisional meeting in Cleveland. . . . Milton Gurian, Lippert branch manager, and Stanley C. Jacques, RKO branch manager, Springfield, O., were in Lexington, Ky. . . . Jack Frisch, U-I sales manager, was transferred to the Indianapolis office in the same capacity.

Jay Goldberg, Realart branch manager, and Mrs. Goldberg were guests of Al and Charles Sugerman in Columbus, O. . . . Screen Classics moved from the third floor to larger quarters on the first floor at 1632 Central Parkway. . . . Harris Dudelson, Lippert midwest division manager, visited. . . . Vance Schwartz, Chief Barker, Tent 3, Variety Clubs, announced that the annual golf tournament will be held at the Summit Hills Country Club in nearby Kentucky on Aug. 27.

Julian Lesser, handling publicity for "Jungle Headhunters," and Lewis Cutlow, who made the picture, were here to bally the film at the Grand. . . . Tri-State Booking Service is buying and booking for the new Starlight Drive-In, Parkersburg, W. Va., owned by Lily Schneider and J. M. Johnston. . . . Charles Penn, Miami, Fla., former owner, Overlook, suburban Price, Hill, visited.

Morton Perlman, Columbia city salesman, and Mrs. Perlman were slightly injured when his car was involved in a traffic accident. . . . Bill Filger, NSS Ohio salesman, was reported to have acquired a bride while vacationing in California. His friends were awaiting their return to learn her maiden name. . . . Mary Lou Hess, UA assistant cashier, was married to Ralph Bunke. The couple were honeymooning at Miami

Beach, Fla. . . . Everett Keesling, Newbold Circuit, Bramwell, W. Va., is recovering from burns received when operating his power lawn mower.

Recent vacationers included: Philip Fox, Columbia branch manager, in Boston to attend a wedding; Margie Jahner, Columbia billing clerk; Dorothy Ward, file clerk, and "Pat" Kugle, contract department, MGM; Irene Ross, National Screen Service clerk; Catherine Taylor and Jack Kirchbaum, Paramount, the former in New York City and the latter at Brookville, Ind.; Helen Cole, secretary to RKO office manager Bud Wiegel; Jessie Smith, 20th-Fox; Clyde Norman, Northio; Ann Horan, Mid-State, to Philadelphia; Don Roberts, concession supervisor, Manley, Inc., at Wildwood, N. J.; Rose Mary Meyer, secretary to Howard Rodebush; Dottie Schuh, secretary to Jack Finberg, UA branch manager, and Dave Wilson, Miami, W. Va., to Miami Beach, Fla.

Visitors included: Goode Homes, and Don Keesling, Bramwell, W. Va.; Dr. Sylvan Banks and W. C. McCoy, Williamson, W. Va.; Bill Thalheimer, Logan, W. Va.; James Howe, Carrollton, Ky.; George Marshall, Danville, Ky.; Charles Behlan, Lexington, Ky.; E. C. Harvey, Grayson, Ky.; Bob Harrell, Cleves, O.; Dorman Law, Roseville, O.; Harley Bennett, Circleville, O.; Mr. and Mrs. R. A. Emrick, Germantown, O.; Frank Yassenoff and Jack Needham, Columbus, O.; James Herb, Dayton, O., and Bud Gillian, Cleveland.

Cleveland

E. K. O'Shea, vice-president, Paramount Film Distributing Corporation, and Jerry Pickman, director of advertising, publicity, and exploitation, held meetings with special field representatives Mike Weiss, Ralph Buring, and Art Leazenby in connection with the "Salute to Al Schwalberg" sales drive.

Walter "Goliath" Talun completed the first quarter of his tour to herald "David and Bathsheba." His arrival was a signal for a huge city-wide celebration of "Red Feather Day," with the Community Chest taking over all the arrangements. In addition, he was spotted in five of the city's most popular public squares to give crowds a chance to view the travelling "David and Bathsheba" exhibit.

The Standard Theatre, downtown grind owned by the Community Circuit, is offering a new stage-screen policy at 50 cents admissions.

The Variety Club moved out of its clubhouse at 3730 Euclid Avenue, and is temporarily without a home. The spacious clubhouse, bought five years ago, was sold to the American Legion. Abe Kramer, Chief Barker, and a committee of members are seeking new quarters in a downtown hotel. Only summer Variety Club activity on the calendar is a golf tournament on Aug. 6 at the Lake Forest Country Club. There will be no golf prizes but there will be door prizes instead. Jerry Wechsler, Warner branch manager, is general chairman.



Director Alfred Hitchcock recently completed a cross-country promotion tour on behalf of Warners' "Strangers on a Train." At upper left, Hitchcock, left, presents to Mayor Albert D. Cash, Cincinnati, an invitation from Philadelphia's Mayor Bernard Samuel to attend the 175th anniversary of the Declaration of Independence. At upper right, he receives the key to the city from Acting Mayor Howard B. Stewart during his stopover in Pittsburgh, while, at lower left, he poses in Detroit with Gil Green, left, manager, Michigan, and Frank Upton, United Detroit Theatres supervisor. At lower right Hitchcock is interviewed in Cleveland by critics Arthur Spaeth, The Cleveland News; Omar Ranney, The Cleveland Press, and F. Ward Marsh, The Cleveland Plain Dealer. The Hitchcock trip garnered plenty of space everywhere.

Bud Barach temporarily closed his Theatre Enterprise office in the Film building, and will conduct his theatre promotion business from his home. Later, he plans to share space in the Film building with one of the present tenants.

Leo Gottlieb, Lippert branch manager, found an apartment into which he can move his family from Pittsburgh.

John Knight, Columbus, O., owner, Findlay Drive-In, Findlay, O., was around. . . . Paul Foster is looking after Herb Horstemeiers' buying-booking clients while the Horstemeiers vacation in Michigan.

The Bernie Rubins, Imperial, and the Ben Ogrons, Ohio Theatre Supply Company, returned from a rest at Summit House, Uniontown, Pa. . . . Jenny Eisner, Monogram, won't be around the Film building for a while. She resigned, and is taking a vacation in Florida.

The biggest promotion Art Brown, manager, Berea, Berea, O., ever put over was announcement of the birth of his first child, a daughter named Debra Lee, born to Mrs. Brown in Berea General Hospital. . . . David Zussman, son of Irving Zussman, is spending the summer in the local office of his dad's Metro Premium Company.

Doreen and Paula Stutz, twin daughters of Manny Stutz, independent distributor, are dividing their dad's secretarial duties while Florence Friedman, secretary and office manager, is vacationing. . . . 20th Century-Fox Film held its annual picnic at the Metropolitan Park. Ed Graves, booker, was in command.

A Paramount division meeting was held at the Carter Hotel. E. K. O'Shea, vice-president; Howard Minsky, division manager, and Jerry Pickman, director of advertising, publicity, and exploitation attended. Branch managers present were: Harry Buxbaum, Cleveland; David Kimelman, Pittsburgh; Bill Meier, Cincinnati; Mike Simon, Detroit; Ulrik Smith, Philadelphia, and Phil Isaacs, Washington, D. C. Art Leazenby recently transferred here as territorial publicity representative, also attended.

Jeanette Dodds is the new secretary for Paramount branch manager Harry Buxbaum. She takes over for Jane Naethans, who will be a fulltime home maker. . . . The Art Simons moved from Mexico City, where he was RKO sales representative, and are back in the State. They plan to locate permanently in Los Angeles. . . . Mrs. Ben Fain says that she has closed the Milo. . . . Rickie Labowitch, secretary, Cleveland Motion Picture Exhibitors Association, plans to start on July 28 on a motor trip through the midwest. . . . Marie Roessell, U-I cashier, is vacationing. . . . RKO salesman Harry Weiss has returned from the Adirondacks where his family summer home is located at Monticello, N. Y. . . . John Reidt, manager of several Vermees-owned theatres, resigned. . . . Joe Shagrin, owner, Foster, Youngs-

Guthrie F. Crowe Again Heads KATO

LOUISVILLE, KY.—Elections of the Kentucky Association of Theatre Owners again returned Guthrie F. Crowe, Lagrange, as president.

Other officers include Charles R. Mitchell, Barbourville, first vice-president; C. K. Arnold, Bardstown, second vice-president; C. R. Buechel, Louisville, treasurer; Nell O. Borden, assistant treasurer, and secretary, and general counsel, Colonel Henry J. Stites.

Charles R. Mitchell, Barbourville, was elected chairman of the board, with other directors elected as follows: first district, Jack Keiler, Paducah; second, W. E. Horsefield, Morganfield; third, D. Irving Long, Louisville; fourth, C. K. Arnold, Bardstown; fifth, Tom Hill, Covington; sixth, Ralph E. McClanahan, Irvine; seventh, Joe Isaacs, Cumberland; eighth, Dick Martin, Ashland; ninth, Charles R. Mitchell, Barbourville, and directors-at-large: Andy Anderson and Fred J. Dolle.

Ned Greene, Mayfield; Leon Pickle, Henderson; C. R. Buechel, Louisville; W. D. Aspley, Glasgow; J. Van Snook, LaGrange; Gene Lutes, Frankfort; L. O. Davis, Hazard; W. T. Cain, Louisa; Mrs. O. J. Minnix, London; Harold Sliter, Lexington, and E. L. Ornstein, Brandenburg, were elected a year ago for a two-year term so they hold over for this year.

town, O., is back from an Atlantic City vacation with his family. . . . The Al Sunshine (Advanads) juniors are just emerging from the measles.

Mrs. Florence Craig, head, Cuyahoga County Library Association, has been elected president, Motion Picture Council of Greater Cleveland.

Three drive-ins of Greater Cleveland are making history by making their facilities available to shut-ins and the physically disabled for church services. On July 29, at 10 a.m., Protestant services will be held at the Auto Drive-In, Catholic services at the Cloverleaf Drive-In, and Jewish services at the Miles Drive-In. Known as the Wayside Worship for Greater Cleveland Shut-ins, the project is sponsored by the Junior Chamber of Commerce of Cleveland, and has the support of the Cleveland Church Federation. So far as is known, this will be the first time the drive-in plan has ever been applied to religious services.

Detroit

The Studio opened with a policy of first-run art and foreign films. Formerly known as the Dox, the Studio has been entirely remodelled, and is air-conditioned. The Studio will be under the management of Irving Teicher and Edward Shulman, who sponsor the Detroit Cinema Guild. Also interested in the new venture are Albert Dezel, Coro-

net, and his manager, William Flemion. Whenever possible, the Studio will exhibit day-and-date with the Coronet, and joint advertising campaigns will be used.

20th-Fox will effect changes in the city's release system next month following a meeting held by 20th-Fox branch manager Joe J. Lee, and presided over by 20th-Fox division head Ray Moon. It is expected to affect about 200 area houses using 20th-Fox pictures, and may spread to other companies. The Detroit setup has seen block booking of paired films for second, third, fourth, fifth, and further runs, the same pair in nearly all cases. As many as 40 houses have played the same pair. Under a system now worked out by Moon, each pair of competing theatres in the same run category will now divide product. One exhibitor will play one film and one exhibitor will play another for the Sunday change, switching pictures on Wednesday. Each house will play the same run, and each will play ahead on half the product. The demand for prints will thus be reduced by half. Previously, due to insufficient prints, there had been some hold up on runs. 20th-Fox is also offering advertising help to exhibitors. Promotion will be keyed to the theme that the public is now being offered a wider choice of film fare, a choice of at least two different bills. Newspapers, radio, and possibly TV will be used. The plan was revealed at a meeting called by Lee, and presided over by Moon with about 80 exhibitors present.

Nat Levy, RKO eastern division sales manager, was in for several days.

Milton Hale left his post as exploiteer for Paramount to take over publicity handling for Martin and Lewis, currently making personal appearances.

Albert Dezel closed his east side art film house, the Coronet, for the summer. Dezel is having some remodeling done on the Coronet. . . . Harvey Trombley, head booker, Columbia, became the father of a second girl. He also has two boys. . . . Robert Lennox, booker, RKO, left to go into the auto parts business. . . . John Guiton, owner, Campau, is bringing in Polish films. . . . Art Leazenby, former manager, Cinema, is taking over Milton Hale's place as exploiteer at Paramount.

Alex Schreiber, Associated Theatres, is staying in Los Angeles for several weeks to check on his western theatre interests. . . . Al Champagne, head booker, 20th-Fox, is back after a recent operation. . . . The Michigan State Fair is having troubles getting a star to make personal appearances.

Police and fire officials are still searching for an arsonist who set four fires in the basement of the Downtown Telenews. The fires were extinguished before the audience became alarmed.

Charles W. Snyder, executive secretary, Allied Theatres of Michigan, attacked the sale of 150 old Republic films for television use. Snyder said he could not "understand Republic's atti-

tude in view of the manner in which exhibitors generally have used its product."

Sam Carver, independent circuit operator, closed two of his four theatres temporarily. He is still in the process of purchasing several more theatres now closed by the Auto City circuit.

Indianapolis

W. E. Parsons, former manager, Zaring Egyptian, has succeeded Frank Paul as manager, Lyric. Paul joined the Lyric staff seven years ago. . . . William Wallace, Veedersburg and Dugger, Veedersburg, Ind., is contemplating a trip to Arizona with wife and family because of the illness of his daughter. . . . Ben Hopkins, Gerbar Theatre Equipment Company, returned after a long illness. . . . H. A. "Whitey" Wagner, for many years a salesman for MGM and now a resident of Tulsa, Okla., visited.

Kenneth Dotterer, salesman, 20th-Fox, and president, Colosseum, Loge 17, was vacationing. . . . Manager Russell Brentlinger, RK0, was vacationing in Georgia. . . . Manager Bernard Brager, Republic, attended a division managers' sales meeting in Chicago. . . . Alex Kalafat, Tri-Hi Drive-In, Garret, Ind., reports that someone broke into his theatre, taking all of the concession supplies, including the supply of hamburgers for his hot dog stand.

Milton Ettinger, Columbia booker, and family were vacationing. . . . Ollie Alte, Columbia office staff, was on vacation. . . . Fletcher Brewer, State, Lafayette, Ind., is resting at Lake Wawasee after having his teeth extracted. . . . Kenneth Law, Cozy, Argos, Ind., was one of the winners in the Argos, Ind., centennial. . . . James Frew, U-I district manager, was in conference with manager Sam Oshry.

Jack Frisch, former U-I sales manager in Cincinnati, succeeds Moe Esserman in the Indianapolis and Louisville, Ky., territory. . . . Robert Stevens is the new student booker at U-I. . . . Mrs. Marie McIntyre, U-I staff, is spending her vacation in New York. . . . John Allison, Vivian, Carlyle, Ind., was in the city with his ill daughter, preparing for a serious operation at the Methodist Hospital.

Dean Cannon, son of Mr. and Mrs. Dallas Cannon, Kentland, Ind., enlisted in the air force. . . . The Colosseum will have its monthly meeting on July 28 at the Hotel Antlers. Kenneth Dotterer will preside. . . . The Warner Club had its annual summer picnic on July 15 in Brown County State Park near Nashville, Ind. Virgil Jones is president, and Ruth Rogers and Patricia Steffy are the chairmen. . . . Verne Gorrell, Isis, Winamac, Ind., was saddened by the death of his mother, Mrs. John G. Hoffman. She was 89.

National Theatre Supply announced two types of theatre television now available to exhibitors. The first system is the 16mm. film process style and the second the direct television projector.



In the recent nationwide showmanship contest conducted by Warner Theatres, Bob Bowman, manager, Warner, Erie, Pa., took top honors, and is seen above receiving a \$1,000 bond as first prize from district manager James Totman. Looking on are, left, Milford "Shorty" Parker, manager, Strand, Erie, and, right, Henry Rastetter, manager, Columbia. Totman won the \$250 Harry Kalmine district manager's prize award.

The first 16mm. film process system is now in operation at the Fulton, Pittsburgh, Penna. Literature on both systems will be available soon to exhibitors.

Exhibitors on the Row were: Kermit Suhre, Lyons, Lyons, Ind.; A. Richey, Alhambra, Knightstown, Ind.; Tom Goodman, Dream, Corydon, Ind.; Doyle Carter, Roxy, Bloomington, Ind.; Kathryn, Fettig, Auditorium, Connersville, Ind.; A. B. Thompson, Park-Ritz, North Vernon, Ind.; Mrs. Hilda Long, Hippodrome, Sheridan, Ind., and Don Lebrun, Kent, South Whitley, Ind.

Pittsburgh

Jack Platt, RCA division manager, disclosed that two independent houses in Western Pennsylvania and three theatres of the Manos Circuit, Greensburg, Pa., have placed orders with him for theatre television equipment.

Bill Stitch, former Motion Picture Advertising representative in this area, is now headquartering at the Colonial Arms, Warrington, N. Y., and would like to hear from his friends. He is with the same company.

Film Row's sympathy went to Fred Herrington, veteran secretary, Allied Motion Picture Theatre Owners of Western Pennsylvania, who lost his wife. . . . "Sho-Biz-Quiz," television show featuring Harold V. Cohen, critic, The Post Gazette, and Karl Krug, critic, The Sun Telegraph, switches from Sunday afternoon to a Thursday 10:30 p.m. spot. There will be a change of sponsors, too, with De Soto bowing out, and Camel cigarettes picking up the tab.

Joe Beile, manager, Harris South Hills, won a free plane trip to Miami, Fla., with a week's vacation at the Saxony Hotel for putting on the best exploitation campaign in connection with Capitol Airline's "trip-to-Miami" giveaway put on over the entire Harris Circuit.

Jules Fields, U-I exploitation representative, was in to put on a campaign

for "The Prince Who Was A Thief," Fulton. . . . Eddie Moriarity, MGM salesman, is sporting a new four door Plymouth supplied by his company. . . . Charles Truran, Jr., National Screen salesman for West Virginia, returned after a vacation. . . . A meeting of the Tri-State Drive-In Association was held with a lunch at the Roosevelt Hotel. Theodore Grance, president, presided, with routine advertising and other common problems discussed. Over 25 attended.

The attorney for the Communists on trial here pulled a new one. He asked for a mistrial because "I Was A Communist for the F. B. I." was supposed to influence the witnesses. . . . The Temple, Aliquippa, Pa., has been closed by the Notopolous Circuit, stating that television had nothing to do with it. The circuit has two other theatres open in the city.

Bill Basle, Basle, Washington, Pa., has an arrangement with the city bus lines whereby the theatre gives a patron free bus tokens back home by showing that he rode down on the city transportation system. . . . The daughter of Doc Rubin, Art Cinema and Nixon, was married. . . . Bob Kimbel, former Republic shipper, now in the navy, returned to attend the funeral of his grandfather.

Toni Armenti resigned her position with the Lou Hanna booking office. . . . The sons of Dave Silverman, RKO branch manager, are following in their father's footsteps. They are camp secretary and counselor, Camp Emma Kaufman, near Zelionople, Pa. . . . Stanley Slesinski joined Associated Drive-In Theatres as relief manager. His wife also works in the office of the same organization. . . . Andy Simonik, Warner manager at Fairmont, W. Va., has been transferred to the Washington, Washington, Pa. . . . John Zomnir, Monogram sales manager, moved into his new home in the Churchill Valley suburb of Pittsburgh but is having trouble getting a phone.

The Associated Drive-In Theatres, with five drive-ins in the Greater Pittsburgh area, and the Twin Drive-In have been presenting first-runs in their houses. Now another group of seven independent drive-ins combined, and plans to present first-run shows. They contracted for two Columbia pictures as a starter.

The Joe Feldmans are back after visiting their son on Cape Cod, Mass., where he is serving as an apprentice in a straw hat theatre.

The Art Cinema contracted to show the 21-year-old film, "The Blue Angel," which never had a Pittsburgh showing due to censor trouble. . . . 20th Century-Fox's traveling exhibit for "David and Bathsheba" was in.

Kentucky Louisville

According to the report of state revenue, compiled by the Department of

Finance and the Department of Revenue, tax revenue on amusements for May, 1951, was \$39,432.59 less than for a corresponding month in 1950. Tax revenue for July through May was \$85,325.28 less than for a similar period in 1949-50.

J. E. Elliott, Jr., owner-manager, Cardinal, Hodgenville, Ky., was married to Freda Thompson. . . . Out-of-town exhibitors seen included: Willard Wilderick, New Washington, New Washington, Ind.; A. N. Miles, Eminence, Eminence, Ky.; Sam Goodman, Dream, Corydon, Ind.; George Lindsay, Lindsay, Brownsville, Ky.; Homer Wirth, Crane, Crane, Ind., and R. L. Gastrost, Victory, Vine Grove, Ky.

J. C. Davenport owner-manager, Warner, Salem, Ky., is back following an appendectomy. . . . In at least one suburban subsequent run neighborhood, the weekday children's admission price has been dropped considerably.

I. T. Smith, a coowner, Kenwood Drive-In, is back on the job following a vacation trip. . . . Also back is Ken Kaiser, Altec engineer. . . . Colonel L. B. Fuqua, owner-manager, Kentucky, Eddyville, Ky., stopped over for a brief visit.

Ohio Columbus

Additional hours were added to Walter "Goliath" Talun's stay for refurbishing the travelling exhibit for Darryl F. Zanuck's "David and Bathsheba." Refurbishing, necessitated by the constant wear was done at the Fruehauf Trailer Company, supplying the trailer for the "David and Bathsheba" display. Typical of the public's enthusiastic reception of "Goliath" in Ohio is the record four block line that waited, three abreast, to enter the trailer in front of the Paramount, Youngstown, O.

Walter Talun, the "Goliath" of "David and Bathsheba," was guest of honor at a press luncheon. Shepherded by Leo Pilot, the giant met Fern Shary, The Ohio State Journal columnist; Dean Myers, The Dispatch radio and TV editor; John Bohannon and Richard Corum, The Columbus Star; Larry Goodman, Lazarus store special events; Walter Kessler, manager, Loew's Ohio; Harry Schreiber, manager, RKO Palace; Fred Ostreicher, Loew's publicist, and others. The "David and Bathsheba" trailer was parked in front of both the RKO Palace and Loew's Ohio.

Free religious films are being shown each Saturday at a drive-in at 1900 West Mound Street by the Free Drive-In Christian Films Association. Free soft drinks are given to children.

Harry Simons, manager, RKO Grand, has been vacationing. . . . Milt Harris, United Artists exploitation representative, in town in advance of "Cyrano," Palace.

The distributors were sustained in their motion to audit the theatre records back to Jan. 1, 1937, in a decision handed down by U. S. Judge Mell G.



This eye-catching false front created recently by Harry Simons, Jr., attracted plenty attention to the engagement of Warners' "Inside The Walls Of Folsom Prison," RKO Grand, Columbus, O.

Underwood in the eight distributor percentage suits brought against George A. Manos, Lisbon, O., and other individuals and corporations associated in the operation of the Manos Circuit of some 11 theatres. At the same time, Judge Underwood denied the cross-motion of the exhibitor defendants for a separate advance trial of their illegality defenses, and to stay the discovery proceedings by the distributors pending the determination of such trial. The exhibitors had urged the Alger ruling of 1948 in Chicago as a precedent. After stating that the "questions involved were submitted on briefs and affidavits, and the court having carefully considered the same, together with the pleadings, and being fully advised in the premises," Judge Underwood found, "that plaintiffs' motion for discovery is well taken and should be sustained," while he further found that the exhibitor defendants' motion "was not well taken and should be overruled."

Springfield

City commission members approved operation of charity benefit "Bingo" games.

Toledo

Martin Smith, president, Independent Theatre Owners of Ohio, has been hospitalized. In a recent bulletin to ITOO members, Smith said that the organization's legislative record at the recent session of the Ohio legislature was one of "no runs, no hits, no errors."

Pennsylvania Albion

Paul Remaley's Grandview Drive-In opens soon. The new drive-in planned for Route 906 near Freeport, Pa., may open this year instead of 1952.

Altoona

A tumultuous reception for Walter "Goliath" Talun involving 2,000 youngsters of this Pennsylvania city highlighted his tour of the country on behalf of Darryl F. Zanuck's "David and Bathsheba." Greeted by Mayor J. Lester Laughlin, Talun toured the city on behalf of numerous charities affiliated with the Community Chest. Special taped broadcasts of Talun's appearance were recorded by stations WFBG and WRTA.

Boswell

Charlie Sheftic, Mary Lee, and Sheftic, was in Atlantic City as a delegate for the Lions convention.

Erie

Nick D. Aurora, 18th Street and Lyric, is cooperating with the Erie Centennial committee by growing a goatee and sideburns for the citywide celebration in August. It is said that he looks like a fugitive from a House of David baseball team.

Bob Bowman, manager, Warner, for "The Frogmen," has been promised the cooperation of the navy and the coast guard. Underwater stunts planned in Lake Erie are expected to pull large crowds to the Lake front.

Recent rumors that two downtown houses would close for the summer appears to be without foundation.

Travelers from Pittsburgh are advised to follow Route 19 right into Erie instead of taking 98 near Meadville, Pa., which has been the best route until now. Drivers are also advised to fill up gas tanks in Erie, where gas sells for 21.9 cents, six cents less than in the Pittsburgh area.

Franklin

Ray Woodward, Kayton, is planning a super exploitation campaign for "Show Boat." He won a trip to Sun Valley, Idaho, for another MGM campaign last year.

Johnstown

K. A. Vaveris, Altoona-Publix district manager, left for a vacation.

The State Highway closed the Johnstown, Windber, Pa., road for two days, causing the Silver Drive-In to lose business.

The Cambria County War Memorial and Arena, which drew heavily and was tough theatre opposition, ended its first year's operation with a \$1500 loss.

Kearsage

Peter Camerio is rushing completion of his new drive-in.

Titusville

Arthur Kune, Auto Drive-In, says his business took a decided upturn after the county district attorney put a ban on gambling and the one-arm bandits.

West Virginia Charleston

Ordinances providing for a \$200,000 increase in local non-property taxes were adopted by the Charleston City Council. A 25 per cent increase in gross sales taxes on wholesale and retail business firms is estimated to bring in an additional \$125,000 a year, and a two per cent amusement tax, which means roughly an additional penny on adult theatre tickets, is estimated to raise from \$60,000 to \$80,000 a year.

NEWS OF THE

Territory

Boston
Crosstown

Claire Phillips, whose wartime experiences as an American spy in the Philippines during the last war served as basis for Allied Artists' "I Was An American Spy," met the press at a cocktail party at the Copley Plaza. Accompanied by Harry Goldstein, she had a rugged itinerary scheduled for New England with stops at Boston, Portland, Me.; Springfield, Mass.; Hartford, Conn., back to Boston for personal appearances on the stage of the Paramount and Fenway in conjunction with the film; Providence, R. I.; Worcester, Mass.; New Haven, and then back to New York.

A screening innovation was pulled by MGM record distributors Sam Clark and Harry Carter when they chartered the harbor excursion boat "Boston Belle" to unveil Metro's "Show Boat" before record dealers, disc jockeys, and film critics. The boys rented portable 35mm. projection equipment from Fred Geisler, and operated by MGM projectionist Julius Mintz, assisted by Local 182's Al Goldman and Nationl Screen Service's Philip Lamport. Approximately 160 guests viewed the screening, with the stunt grabbing substantial space in the dailies.

Albert Justin Reith, RKO Memorial projectionist, is back in the booth following a month spent looking over the real estate market in Florida. He hopes to retire, and take up permanent residence in the sunshine state within a few years. . . . Jack Schwartz bowed out of the Plaza, Derry, N. H., with Dave Zerinsky now the sole operator. . . . Francis X. Bushman and Walter Talun, in 20th-Fox's "David and Bathsheba," were expected in.

III publicist John McGrail had Wally Overman, veteran vaude speed cartoonist, set up his blackboard in a kiddie playground on Boston Common, where he entertained them with speedy chalk drawings of scenes from "Francis Goes to the Races." He also spent some time at the Joseph P. Kennedy, Jr., Foundation, where he taught some of the sufferers of cerebral palsy the art of drawing with chalk.

Julius Rosengard, owner, Paramount, Haverhill, Mass., is on a four-month trip through Europe. During his absence, the theatre will be operated by the Zeitz Circuit. . . . The Palace, Lowell, Mass., and Capitol, Quincy, Mass., are in the hands of agents with plans to convert the property into business offices and stores.

Isadore Marks, 63, president and founder, Keystone Manufacturing Com-



Among those attending the recent WB "Look Forward" screenings in Boston were, in the usual left to right, top to bottom, order: Edward Segal, Clayton Fastman, WB branch head; G. W. Horan, Bill Cummings, John McCarthy, and Harry Wasserman; E. S. Canter, Sam Feinstein, Joseph Saunders, John B. Carroll, Henry Schwartzberg, Horan, and Thomas Fermoye, and Willard Matthews, Ed Fahey, Jim Fields, Al Clarke, and Abe Garbose. Warners conducted similar screenings around the country.

pany, Boston, and Dover Film Company, Dover, N. H., died suddenly at his home.

Metro screened "Rich, Young and Pretty" for Mercury record dealers.

The Rustic Drive-In, Smithfield, R. I., held a private opening with popcorn, hot dogs, pop, etc., on the house. A "downhill" type situation, it is co-owned by Arthur Mason, Flooring Products Company and Ocean Spray Cranberry Company, and Eddie Strickus, who also operates a shipyard in Dorchester, Mass. Equipment was installed by Massachusetts Theatre Equipment Supply, with Century watercooled projectors and Ashcraft lamps, and Co-op in-car speakers, made by Die Cast Aluminum Speaker Company. Managed by Al Vonck, the theatre has a capacity of 650 cars.

Massachusetts Theatre Equipment Supply is also installing Century watercooled projectors with Ashcraft lamps in the 650 car Pinehurst Drive-In, Billerica. Owned by Aldrich Forward,



Alfred Hitchcock, director, WB's "Strangers On A Train," is seen in Boston with the three Zeitz brothers on his recent trip in the interests of the picture.

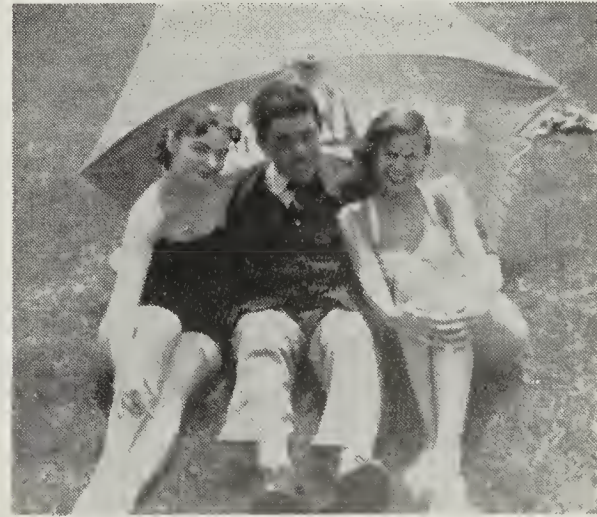
Marine Construction Company, and James Shearan, who will manage, the ozoner is expected to open in early August.

John Whitney is constructing, and will operate, an open-airer between Athol and Orange, Mass., to be known as the Pioneer Drive-In. With equipment installed by Massachusetts Theatre Equipment Supply, the drive-in will handle 450 cars.

Philip Schwartzberg, 74, father of Henry Schwartzberg, American Theatres Corporation film buyer, died recently in Brooklyn, N. Y.

Theatremen were warned to be on guard against counterfeit \$10 and \$20 Federal Reserve Bank notes circulating in Greater Boston, and to notify the United States Secret Service office immediately.

Eliminations announced last fortnight by the Bureau of Sunday Censorship included the following: "The Days Of Our Years," parts 1 to 10. (Deletions: Eliminate scene showing woman



Two models who lent an assist to the recent run of 20th-Fox's "On the Riviera," Loew-Poli, Hartford, Conn., pose with assistant manager Norm Levinson.

undressing, in part 1. Eliminate scene showing woman's bare breasts during ritual, in part 8.) Souvaine Selective.

The eight majors, Republic, and Monogram were charged with conspiracy, monopoly, and restraint of trade from 1939 to the present in an anti-trust suit for more than \$2,000,000 damages filed in U. S. District Court by Leon Task, owner, Ideal, Milford, Mass. It is alleged that the Ideal was unable to obtain first-run product, and was forced to play films after the State, Milford, which Task claims has a monopoly of product in the town.

Some 25 leading New England theatremen and exhibitor press agents met in the office of Samuel Pinanski, president, American Theatres Corporation, to plan a New England better business campaign for a unified showmanship effort designed to make use of every promotion media in the merchandising of top product due for immediate release. Among those present were Charles Kurtzman, Ben Domingo, Ted Fleisher, Arthur Howard, Herbert Higgins, Dan Finn, Abner Eilenberg, Arthur Lockwood, Harry Browning, Frank Lydon, Ray Feeley, Max Levinson, James King, Jack Saef, Bob Newhook, Paul Levi, Francis McManus, John Carroll, and Harry Wasserman.

Film District

Henry Wolpert, U-I office manager, was in New England Baptist Hospital for a minor operation.

John Moore, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" sales drive.

Patricia Ann Horan, daughter of George Horan, Warner branch manager, was married to William Crimin, Spencer, Mass. Following a trip through the White Mountains, the couple will reside in Spencer.

Art Moger, Warner tub thumper, seems to have an affinity for the combination of numbers 7 and 2. His 16th wedding anniversary was 7/2, his home address is 72, his brother's birthday is



At the recent eastern meeting at 20th-Fox, Boston, held by eastern sales manager Arthur Silverstone were, in front, James Connolly, Boston branch head; Ben Simon, New Haven branch manager, and, seated, in back of them, Glenn Norris, Washington, D. C., branch manager; Sam Diamond, Philadelphia branch manager; Edward X. Callahan, New England district manager, and Silverstone. Others in the group are salesmen from the branches mentioned, plus Phil Engel, eastern publicity.

7/2 and he just received a bill from a local hotel for \$72. However, the combination 7-2 at the dog track was a dismal hunch.

Eleanor Murray, secretary to Tom O'Brien, Columbia, who was married recently to Clifford Engel, is back. The couple took a honeymoon trip to Stockbridge, Wis., to visit the groom's parents.

Catherine Ahern, secretary to RKO branch manager Hatton Taylor, is recuperating at her sister's residence in South Dartmouth, Mass., from a fractured hip caused when she fell. The injury caused her to be confined for three weeks at the Cardinal O'Connell Hospital.

Jack J. Yonkers, formerly owner, Hollywood, Charlestown, Mass., is now covering Massachusetts and Rhode Island territory for Alexander. . . . Ersley Blanchard, manager, Interstate's Coniston, Newport, N. H., has been named chairman and supervisor, Fresh Air for Children Association, Newport area.

Phil Engel, 20th-Fox, arranged a special screening of "The Frogmen," attended by top naval officers. Following the screening, a meeting headed by the navy publicity chief, Commander H. H. Holton, was held to discuss methods of exploiting the film at the Met. Among the gimmicks discussed was the gathering of all the "frogmen" in the area who had seen service during the war, and spotting them on radio and TV shows. They also considered installing a huge water tank on Boston Common with "frogmen" demonstrating their underwater demolition skill. The navy agreed to supply a complete "frogman's" outfit, fins, face mask, and rubber suit, for display in the Met's lobby. Engel was being assisted in the publicity campaign by New England Theatres' Jack Saef.

RKO's fieldman Ralph Banghart's wife and three sons are spending the summer visiting in Chicago. Banghart has been kept on the jump setting the campaigns for RKO's "Alice in Wonderland," "Happy Go Lovely," "Hard, Fast and Beautiful," and "Jungle Head Hunters."

Jeanne Rahilly returned to RKO, where she is filling in for vacationists in the billing department. . . . Condolences go to Mrs. Pat Lynch, RKO cashier's department, on the recent death of her father in Lewiston, Me.

Jack Goldstein, special representative, Producers Representatives, was in for the preem of "Kon-Tiki" at the Exeter for the benefit of the Museum of Science.

Vacationing were: Harold Goldstein, RKO salesman, motoring to Florida, to be gone three weeks, and hoping to fly to Havana; "Cy" McGerigle, head booker, RKO, looking over Quebec, Montreal, and other points north; Mary Heneberry, secretary to Ralph Banghart, RKO publicist, spending a couple of weeks in Falmouth; Eleanor Ahern, secretary to Harry Rogovin, Columbia division manager, to Ogunquit; Adeline Struzziero, secretary to Ray Feeley, Independent Exhibitors, spending part of her vacation at Hampton Beach; Larry



Stressing the nationwide increase of civic interest in the protection of young children against molesters, the managements of both the Bijou, Springfield, Mass., and the E. M. Loew, Hartford, Conn., held special screenings of Columbia's "M" for leaders of the community. Left, at Springfield, are Mrs. Charles Foster, Motion Picture Council; Mayor Daniel B. Brunton; Mrs. Lawrence Daly, chairman, Motion Picture



Council; Mrs. Alexander Keir, chairman, Parent-Teachers Association, and Commissioner of Elections Donald Metzer. Right, at Hartford, projectionist Gus Soderberg, center, shows a print to Mrs. Harold Zinman, chairman, county Parent-Teachers Association; Mayor Joseph Freedman; Policewoman Vera Conroy, and Mrs. Neil Gogan, president, Parent-Teachers Association. Other civic groups saw "M" screenings.

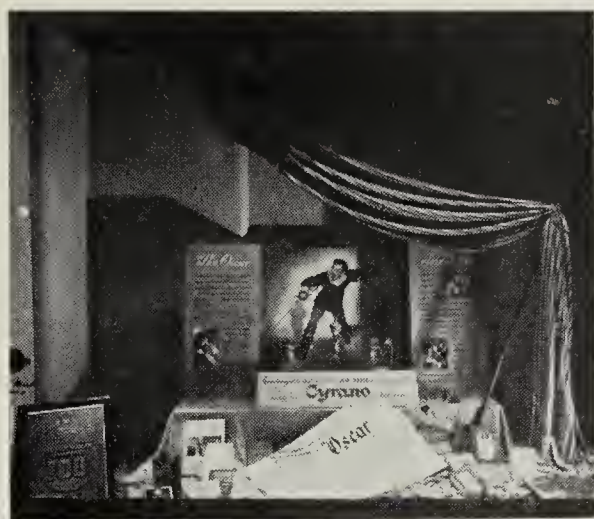
Lasky, E. M. Loew's, spending weekends at Ogunquit, where his wife and daughter Ellen are ensconced for the summer, and destination unknown, Barbara Connolly and Barbara Brown, 20th-Fox billers, and Joe Testa, Mass Theatre Equipment Supply.

New Haven Crosstown

John Kelly, Rivoli, West Haven, went up to the Mohawk Trail and New York for his vacation. . . . Eddie Jordan, Whalley, was on vacation. . . . Ken Fields, Rivoli manager, planned a trip. . . . H. Cohn, Dixwell, arranged with a Hamden merchant to have a record-player in his lobby playing hit tunes from "The Great Caruso." . . . Len Edwards, Paramount assistant, has been transferred. . . . Cameo, West Haven, was reopened for the Beatrix Wells Dancing School and benefit show

Meadow Street

Quite a bit of interest is being shown in the MPTO of Connecticut annual golf tournament to be held at Racebrook Country Club, Orange, on Aug. 7. Co-chairmen are George H. Wilkinson and Albert M. Pickus. Luncheon will be served at 11:45. Aug. 1 is the deadline for reserving for the event. Checks



Jose Ferrer's "Oscar" for his performance in UA's "Cyrano de Bergerac" recently was displayed in a Boston department store window in connection with the general release of the picture.

should be made payable to Samuel Weber, treasurer, and mailed to him at 39 Prout Street.

To stimulate business on Monday evenings, quite a few theatres have arranged for sneak previews. . . . The Strand Amusement Company, Bridgeport, is using kiddies' matinees.

The Sky Vue Drive-In, Torrington, had a special angle on a recent Sunday night. A professional cameraman took pictures of adults and children in the pony cart on the theatre grounds, and then invited patrons to see these pictures on the Sky Vue screen.

Married recently at the B'nai Jacob Synagogue were Miss Joanne Rosen, daughter of Mr. and Mrs. Samuel Rosen, and Malcolm B. Pitkin, son of Mr. and Mrs. Barney Pitkin. After July 15, the newly married couple will reside at 336 Edgewood Avenue.

John Lougee has been shifted as manager, E. M. Loew Drive-In, Milford, to manager, West Boyleston, Mass., Drive-In. John Chapman, Beverly, Mass., is the new manager, Milford Drive-In.

The Metro employees outing at Lake Quassapaug, Middlebury, was a success again. . . . Phil Gravitz, MGM branch manager, was a vacationist. . . . New at the Metro switchboard is Barbara Beck. Ann Fabiano, whom Miss Beck replaced, resigned.

Morty Katz, Connecticut Theatres, was one of the first to try the newly reopened Sleeping Giant golf course in Mount Carmel. . . . Leon Jakubson, Metro, is again chairman of the Elks golf tournament in August. . . . Herman M. Levy, secretary, MPTO of Connecticut, TOA executive, and Chief Barker, Variety Club has been recommended as one of the prosecutors of the Town Court, Hamden.

Henry Germaine, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" sales drive.

Circuits Loew Poli

Al Domian, Globe, Bridgeport, was a vacationist. . . . Floyd Fitzsimmons,

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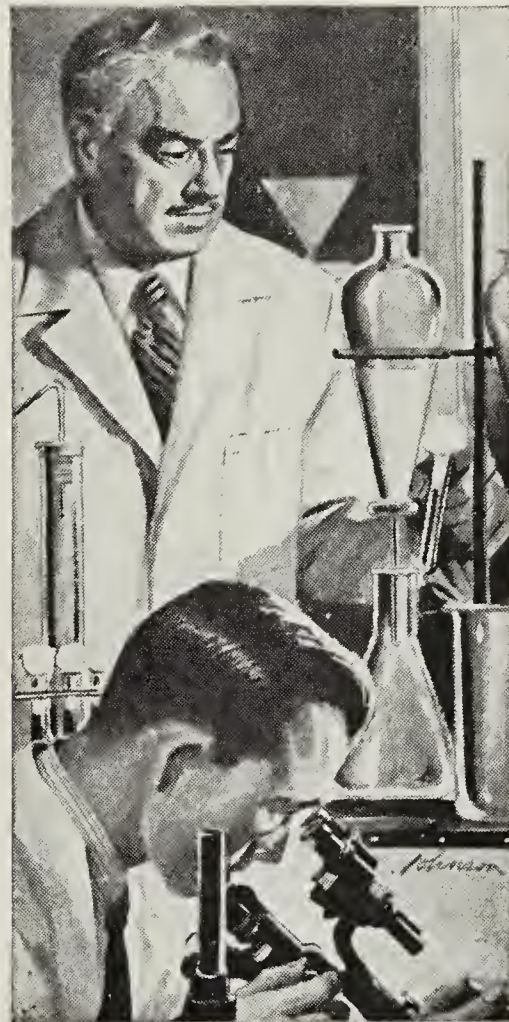
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MGM publicity representative, and Matt Saunders, Poli, Bridgeport, received press notices when they went looking for a calliope to use with "Show Boat."

Connecticut Danbury

The fact that a Warner production crew shot scenes at the railroad station for "Strangers On A Train" paid off for manager Irving Hillman, Empress.

Farmington

The \$200,000 Farmington Drive-In, latest in the E. M. Loew Circuit, opened for business managed by Hector Frascadore, who formerly served as acting manager, Hartford Drive-In, Newington.

Hartford

John F. Sullivan, Jr., ex-Bushnell stage hand, is now stationed at Fort Bragg, N. C. . . . Albert Dolgin, son of

the drive-in executive, has been doing biology research in the middle west.

Irene Moquin, Loew-Poli Palace, married Fred Banker. . . . Enroute to Canada on a vacation were Norman Levinson, Loew-Poli assistant, and Sol Karp, State assistant. Karp is due to report to the navy for reserve duty in August.

Maurice Greenberg, owner, Center, and Mrs. Greenberg were beaming over the record chalked up scholastically by their younger boy, Arnold, in the graduating class of Weaver High School.

New Britain

Mrs. Steven Perakos, daughter-in-law of the Perakos Circuit head, served as chairman of a recent party held for members of the area American Hellenic Educational Progressive Association.

Norwalk

Leonard Edwards, ex-assistant manager, Empress, is now assistant manager, Paramount, New Haven.

A temporary injunction restraining picketing at the recently opened Norwalk Drive-In was issued by Common Pleas Court against Local 479, IATSE, the local's president, Walter Keller, and George Brazil, business agent. The drive-in has been picketed since its opening day.

Waterbury

Frank McWeeney, manager, Pine Drive-In, conducted an informal patron survey to determine a more appropriate time to screen the main feature nightly.

Winsted

Mrs. Hazel Florian, manager, Strand, was back from a vacation.

Maine Portland

Miss June Durst, secretary at the Strand, moves into the Cinema as manager. She has been at the Strand since April. Miss Georgia Shaw moved to cashier at the Cinema. Other changes add Miss Joanne Lee and Vincent O'Connor. Edward Haggerty, former manager, left the business.

The State was sponsoring a contest for aspiring reporters to tie in with "Ace In The Hole." Ralph Tully, manager, will award three prizes.

Massachusetts Norwood

M. N. Wolf, MGM exhibitor relations department, spoke before the Rotary Club. He also appeared before the Rotary Club, Farmingham, Mass.

New Hampshire Concord

Drapes and curtains in the Concord city auditorium have been treated to make them fireproof.



Patricia Hitchcock, actress daughter of director Alfred Hitchcock, poses with New England Theatres staffers in the Metropolitan, Boston, during her recent cross-country tour in the interests of Warners' "Strangers on a Train," in which she is featured. From left are booker Jerry Govan, Martin J. Mullin, president, New England Theatres, the star, and Chester Stoddard, film buyer.

Keene

The Colonial closed for alterations.

Lebanon

Free movies were shown to children under 12 at the Lebanon Town Hall at a recent matinee.

Vermont West Rutland

The Joy will be closed on Tuesdays through the summer.

Variety Club Connecticut, Tent 31

At a recent preliminary luncheon meeting of the "Jimmy Fund," the Variety Club, Herman M. Levy, Chief Barker, pledged cooperation.

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NEWS OF THE

Territory

New York City
Crosstown

Ed Linder is now relief manager, Astor and Victoria. He will remain here until September, when he will return to Syracuse to manage the Astor, closed for the summer.

The 16th Street, Brooklyn shuttered. . . . New operators of the Riviera, Barryville, are Mrs. Ann Clarklin and Mrs. Grace Gutekunst. . . . The law firm of Phillips, Nizer, Benjamin, and Krim, has opened a Paris office.

Exhibitor Max Wallach has little trouble working out vacation schedules for his staff. Each summer he closes down his three houses, at different times, for two weeks each, and everyone at each theatre gets his two-week respite at the same time. The three theatres are the Orpheum, St. Marks, and Stuyvesant, all in downtown Manhattan, and, naturally, when one house is shut, he refers his customers to the other two.

Herman Gelber, president, Local 306, has been named general chairman, motion picture division, State of Israel Independence Bond Issue.

William Zimmerman, RKO home office sales department, went to Los Angeles on a business trip.

Eileen Pierce was elected president, and Margaret Brown was named business manager, IATSE, Theatre Cashiers Local B-52. They succeed Charlotte Campbell, who held both posts. The local has jurisdiction over cashiers employed by RKO Theatres in Greater New York.

Leonard Spinrad, executive in charge of the news desk and feature writing staff of Mort Blumenstock's New York



This jeep manned by four "soldiers," representing each of the big powers who occupy Austria, was an eyecatcher in New York City recently as it toured in behalf of UA's "Four In A Jeep," Paris. The bally was worked out by Lillian Gerard, manager, and Lige Brien, UA.

publicity department of Warners, has been elected president, Alumni Association of the School of Journalism of Columbia University. Spinrad succeeds Lawrence H. Odell.

Wolfe Cohen, general foreign manager, Warners, sailed for London and Paris. While in England he will confer with top Warner executives Arthur S. Ables, Jr., managing director, Warners, for Great Britain, and C. J. Latta, managing director, Associated British Pictures Corporation, in which Warners have a large interest. In Paris he will confer with Joseph S. Hummel, in charge of Continental Europe, Scandinavia, Near East, and Africa.

Evelyn Wegener, assistant to M. L. Simons, MGM's exhibitor relations staff, was married to William Lindberg, Jr., at Holy Trinity Church, Rockville Center, L. I.

Kay Harrison, head, Technicolor, Ltd., returned to his local headquarters following a stay at the British plant. . . . Adolph Carlson, Hollywood plant manager, Technicolor Motion Picture Corporation, and Mrs. Carlson returned from England. . . . Alva E. Smith, radio installation supervisor, Westrex Corporation, subsidiary of Western Electric Company, Inc., left for Mexico, El Salvador, Colombia, Brazil, and Puerto Rico to discuss general com-



Sally Forrest, star, Filmmakers' RKO release, "Hard, Fast and Beautiful," and tennis champion Bobby Riggs recently played a game of tennis in Times Square, New York City, as part of the promotion on the picture, which opened at the Astor with a benefit performance.

munication problems with the staffs of Westrex Corporation's subsidiaries and representatives.

The first of seven British film classics to be presented at New York University's School of Education was viewed in La Guardia Hall. The film festival is one phase of the broad summer activities program offered at the School. . . . Edward C. Dowden, assistant ad-publicity head, Loew's Theatres, returned from a vacation.

More than two-score key cities from Boston to San Antonio, Tex., will be visited by Carol Woods, descendant of David and Bathsheba, who arrived to begin her cross-country junket to herald Darryl F. Zanuck's "David and Bathsheba." Armed with special art, feature stories, and research material, the modern Bathsheba will bombard newspaper editors, radio and TV programs, and lecture audiences with interesting news of her famous ancestors in relation to the forthcoming Technicolor epic. In addition, she will confer with sales personnel and exhibitors in the various exchanges on plans for full scale exploitation and publicity campaigns in the fall. Following a crowded schedule of newspaper and TV interviews the modern Bathsheba left for Boston on the first lap of her tour. Accompanying Miss Woods on the first



Celebrating the 25th anniversary of Warners' first showing of their talking pictures, the new Warner, New York City, formerly the Strand, recently was opened with formal dedicatory ceremonies and with Warners' "Strangers on a Train" as the opening attraction. At left, crowds throng Broadway to attend the gala opening, while, at center, Dennis Morgan,

Patricia Hitchcock, and Major Albert Warner, who took part in the ceremonies, pose in the lobby. At right, Robert K. Christenberry, president, Broadway Association, presents an honor plaque to Major Warner paying tribute to the late Sam Warner, industry pioneer for whom the theatre was named. Large-screen video equipment was installed at the theatre.

half of her junket is Stirling Silliphant, promotion manager, 20th Century-Fox.

Variety Club, Tent 35, held a fur fashion show for ladies at the Astor Hotel.

Twelve theatres in New Jersey's Monmouth and Ocean Counties completed arrangements for a simultaneous special Jersey shore premiere on July 19 of U-I's "Francis Goes to the Races." Arrangements were made to bring Francis, the mule, to the New Jersey shore for personal visits to each of the 12 communities where the picture will be premiered. Francis will also go to the Monmouth Park Race Track on July 19, with the track proclaiming "Francis Day At The Races." The premiere was set up by Walter Reade, Jr., president, Walter Reade Theatres, and Lee Newbury, head, Newbury Theatres.

Armand Denis and his wife, Michaela, left for Africa to make a picture for RKO Pathe and RKO release. . . . A daughter, Sharon Gail, was born to Mr. and Mrs. Mel Rydell at the Central Maternity Hospital. Rydell is assistant to Fred Duerr, head, RKO statistical department.

Staten Island

A campaign of first-night activities carried out for "Go For Broke" resulted in one of the best opening days in weeks at Fabian's St. George, planned by Elias Schlenger, Fabian Staten Island publicity director. Schlenger obtained a powerful anti-aircraft searchlight and sound truck from the army. Two National Guard units cooperated fully on the campaign. Two tanks, a half-track, and a jeep were parked during the peak evening hours. The tank crews put on a tank crew demonstration, and answered questions from the public. A complete display of weapons, from a pistol to a bazooka, was set up in the lobby, and a color guard was in attendance.

New Jersey Jersey City

Gene Santeramo, manager, State, gave "Fabiola" the showmanship works, including the use of live lions and chariot-racing "gladiators." Operating under Skouras New Jersey zone manager Rudolph A. Kuehn, the manager opened his campaign two weeks in advance of the playdate. He plastered his theatre front and large sections of the town with posters, window cards, and heralds, got heralds into copies of The New York Daily News and The Daily Mirror sold in Jersey City and Hudson County, and had banners on the newspaper distribution trucks which cover the area.

Newark

For "The Thing," Jack Cohhaim, manager, Stanley, had an ax, saw, and other articles exhibited in a showcase bearing a sign; "Can these itmes kill 'The Thing?'" A machine-gun and a bottle of poison bore similar signs.



A highlight of the recent premiere of Paramount's "Ace In The Hole," Globe, New York City, was the presentation to Associated Press writer Hal Boyd of the first annual scroll of the Newsdealers Association of Greater New York. William Richter, president, is seen making the presentation as, left to right, E. K. O'Shea, vice-president, Paramount Film Distributing Corporation; A. W. Schwalberg, president, distributing corporation; Carmel Myers, Herbert Bayard Swope, newspaperman F. Woltman, and Harry Brandt look on.

James Peiser is the new assistant at the Cranford, Cranford, N. J. . . . Joseph Geller, manager, Central, left for a vacation. . . . Dominec Barreca, manager, Ritz, ran a race reel matinee, giving away 20 prizes furnished by the theatre. Tying in with a biscuit company, "Hopalong Cassidy" cookies were passed to each child in attendance by a "Hopalong Cassidy" ranch foreman. The Bond Bread Company donated candy and chewing gum.

Ann Hildebrand is acting as relief assistant, Regent and Ritz, Elizabeth, N. J. . . . Mary Stasiak, Warner Theatres booking department, left for her vacation. . . . Harold Widenhorn, district manager, Warner Brothers Jersey zone, is back after a vacation. . . . Tony Williams, district manager, Warner Brothers Jersey zone, is spending his vacation with his wife in the Catskill Mountains.

New York State Albany

Edward Maloney, branch manager, Paramount, attended a home office con-



Strong men, models, and floats proved an effective ballyhoo combination for the recent bow of UA's "He Ran All The Way," Paramount, Brooklyn, with manager Eugene Pleshette supervising.

ference in New York in connection with the "Salute to Al Schwalberg" sales drive.

James P. Faughnan, Warner Theatres upstate contact manager for 15 years, joined forces with Francis Downey and Cy Seymour, artists in the recently discontinued Warner sign shop, in a sign business of their own. Warners transferred its accounting and bookkeeping departments to New Haven, and about 20 employes in the Albany and Buffalo districts are affected. Woodrow Campbell, Faughnan's former assistant, has become office manager and head booker, RKO. He was with Warners here for 18 years.

In Downsville, the Colchester, a quonset type of operation, opened, managed by Cliff Hall.

Gordon Bugie, Paramount salesman, announced his engagement to Doris Healey. . . . Loew's office staff enjoyed the annual summer outing at Crooked Lake Hotel. . . . Jack Schmitzer, RKO home office representative, was in. . . . Johnny Capano, State, Troy, former booker for U-I and Upstate Theatres, is the new assistant booker at 20th Century-Fox. . . . Jim Bracken, Warner Theatres' contact manager, New Haven, is spending several weeks in the office supervising the transfer of the accounting department to New Haven. . . . Betty Elliott, RKO stenographer, was vacationing. . . . Paramount vacationers were: Frank Lynch, booker, and Viola McCoskey, clerk. . . . Theresa Viggiani, Warners, vacationed.

—M. E. B.

Buffalo

Copies of wires are pouring in to MPTO headquarters from the members whom MPTO requested that they write to Senators Irving M. Ives and Herbert H. Lehman making clearly known their opposition to section 1701-A of the new tax bill, which, if passed, would provide exemption from admission tax for entertainment sponsored by religious, educational, and many other groups. MPTO strongly urges every exhibitor who has not filed his protest with both Senators, and also to the members of

(Continued on next page)



Jack L. Holder, manager, Bronx Combined Amusements' Alpine, New York City, and acting assistant manager Rose Oxley are seen above with recent lobby display for RKO's "The Thing."

EYEING THE

Exchanges

NEW YORK—In a recent election at MGM to determine which union shall represent the office staff, Home Office Employee Union, Local H-63, IATSE, was selected. As a result of this election, the IATSE won its first contest to oust the Screen Office and Professional Employee Guild, District 65, as a bargaining agent for the white collar workers. Out of the 35 votes cast, 33 were for Local H-63, and two votes were for no union at all. A similar election is being arranged for RKO.

MGM—Mary Mayham, cashier's department, was on vacation. . . . Head biller Shirley Gottlieb is back after a week in the Catskills. . . . Howard Levy is back from his Florida respite. . . . Night examiner Clarence Gomprecht, is on vacation, and so is Carmen George, day shipper.

REPUBLIC—New is Francine Silverman. . . . Booker Ann Plisco was accepting birthday congratulations. . . . Bookkeeping machine operator Lynn Ehrlich started on her vacation. . . . Marilyn Palmer, switchboard operator, recently resigned. . . . Biller Sylvia Seidman had her vacation.

RKO—Sadie Pollack, secretary to the office manager, is sending her vacation at Miami Beach, Fla. . . . Nettie Kanasy, accounting department, was accepting birthday congratulations. . . . Audrey Liebowitz recently returned from her honeymoon. . . . Bea Roth is the name of the new typist-clerk. . . . Ruth Hirsch, secretary to Phil Hodes, branch manager, is back after her vacation. . . . The new typist is Rhoda Boxer.

COLUMBIA—New file clerk is Sheldon Cofsky. . . . Katherine Becker, Century, Skouras, and Warners booker, is enjoying a respite. . . . That new voice at

the switchboard belongs to Marilyn Lipschitz. . . . Lorraine Panichi is the new typist.

PARAMOUNT—New Jersey booker Richard Magan was accepting birthday congratulations. . . . Mickey Lewit, secretary to the office manager, was out because of illness. . . . Bookers' assistant Louise Grattini is on vacation. . . . Before cashier Leah Peterson left to get married, the office staff presented her with a defense bond. . . . Brooklyn and Long Island booker Jerry Frankel was enjoying his vacation. . . . Eva Schetman is the new typist. . . . Another new addition is booker Abraham Isaacs.

MONOGRAM—The warm weather addition is little Nona Irwin. . . . Head booker Etta V. Segall is proud of her talented daughter, Carrol Rothenberg, currently playing piano for summer stock groups. . . . Ethel Israel, secretary to the head booker, was away because of illness.

WARNERS—Bookkeeping machine operator Lucille Hillard is away on vacation. . . . New Jersey salesman Lee Mayer is back from his Florida vacation. . . . The new assistant booker is Norman Strasberg. . . . Mike Anderson, Brooklyn booker, is away on a brief respite. . . . Sylvia Tannenbaum, print booker, resigned after her marriage. She has been replaced by her sister, Min Tannebaum, transferred from the home office. . . . Secretary Rita Torkowit is back on the job after a Florida vacation.

RAMBLIN' 'ROUND—U-I head booker Fred Mayer is proud that his son, Jon, won a state scholarship. The boy will enter Michigan State College of Mining and Engineering. . . . Tom Goff, Long Island and upstate booker, is enjoying a respite. . . . The new clerical-typist at United Artists is Cecelia Wilensky, formerly in the home office. . . . Area-ites were saddened when popular exhibitor Lou Godel lost his sister. . . . At 20th Century-Fox, Lillian Gordon, secretary to the office manager, was on a respite.

—ARNOLD FARBER

Shea's Buffalo bookkeeper, was on vacation.

Fred Itzenplitz, manager Shea's Kensington, is back after a trek into Canada. . . . Ed Meade, publicity director, and Bill Carroll, assistant, were arranging for music windows for "Show Boat," Shea's Buffalo. . . . Topping off a lavish remodeling program, Bob Murphy, general manager, Century, erected an attractive new upright electric sign facing Washington Street. . . . Bob Murphy went to Albany to view theatre TV in action. He has arranged for his Century to be the first in Buffalo to present the innovation.

John P. Byrne, eastern MGM sales manager, was in conferring with Jack Mundstuk, resident manager.

Tom Walsh announced that the Comerford Circuit has taken over the Cameo, Binghamton, previously operated by B. N. Pearlman. Binghamton



Among those seen at the recent trade screening of Walt Disney's RKO release, "Alice in Wonderland," in New York City were the above executives of the Fabian Circuit, left to right, Ed Fabian, Bernie Brooks, Sam Rosen, and Lou Goldberg, and, right, I. Ludwig.

Theatre Company, Inc., is the Corporation name. . . . The Regus and Star, Binghamton, closed. They belonged to the Meco Circuit.

Edmund J. Stachowski reopened his Orpheum. . . . Anthony Franzek closed his Sheldon on Tuesdays.

John J. McSweeney, Newfane Theatrical Corporation, closed his Newfane, Newfane, for the summer. . . . M. L. Osborne is closing his Park, Hammondsport, on Tuesdays and Wednesdays. Abe Corrin closed his Alcazar, Syracuse. . . . George F. Tatar is the new owner-operator, Lockport Drive-In, Gasport. Booking and buying is handled by Co-

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Buffalo

(Continued from preceding page)

the House Ways and Means Committee, to do so.

Condolences go to Doris Tucker, RKO staff, on the passing of her father. . . . Jeanette Lieser, U-I office manager, left via plane for a vacation on Long Island. . . . Michael J. Frascella replaces Minna Zackem as office manager-booker, Lippert. He was formerly connected with 20th Century-Fox as booker. . . . Lou Lieser, branch manager, Lippert, says "Little Big Horn" and "Savage Drums" are doing well. . . . Eleanor Paradeis, former owner-operator, Pam-O-Film, who has been vacationing on the west coast since March, wrote from Los Angeles. . . . Charles Taylor, publicity director, Paramount Theatres, and Eddie Miller, manager, Center, arranged for a special lobby display of underwater regalia for "The Frogmen." . . . Giannina Pappalardo,

operative Theatres of Buffalo. Walter Dion was the former owner. . . . Alex Stornelli closed his Star, Middleport, for the summer. He reopened his Sunset Drive-In, Middleport. . . . Otto Gratzner announces that booking and buying for his Mexico, Mexico, will be handled by Theatre Service Organization of Buffalo. . . . Harry K. Martin reopened his Silver Lake Drive-In, Perry.

Jack Brown, branch manager, Paramount, attended a home office conference in New York in connection with the "Salute to Al Schwalberg" drive.

Irving Cohen, president, Van Buren Amusement Enterprise, Inc., announced booking and buying for his Van Buren Drive-In, Van Buren Point, will be done by Co-operative Theatres of Buffalo.

—M. G.

Rochester

Arthur Canton, a representative of Stanley Kramer Publications, was here as guest of RKO city manager Jerry Baker. . . . An estate of \$304,732 was left by Mrs. A. A. Fenyvessy, wife of the pioneer film exhibitor, to her husband, five children, and three grandchildren. Mrs. Florence Belinson, Little, and Paul and Chester Fenyvessy are executors.

Manager Lester Pollock, Loew's, plans a bathing beauty contest in August. . . . Lewis Thompson, manager, Regent, had a lobby broadcast by WVET's Bob Trebor at the "Tony Draws a Horse" premiere ceremonies. . . . Francis Anderson, Cinema, had a special midnight preview of "Oliver Twist."

The Elmwood Riding Academy put on a front of theatre and street show with 10 riders in costume for "Best of the Badmen," and gave free riding lessons to kids winning the RKO Palace's costume competition. It also furnished a bale of hay, saddle, and paraphernalia for lobby promotion.

The Cinema has a blueprint for remodeling and enlarging its lobby by taking over the adjoining candy store. . . . Lester Pollock is entertainment chairman for the Firemen's Benefit Show in early October at the Eastman. . . . Hugo Paris, assistant manager, RKO Palace, returned from a Florida vacation, and Frank Lindcamp relaxed at a lake near Syracuse. . . . Eileen, five-year-old daughter of Jerry Baker, kept daddy busy finding merry-go-rounds during their recent auto tour.

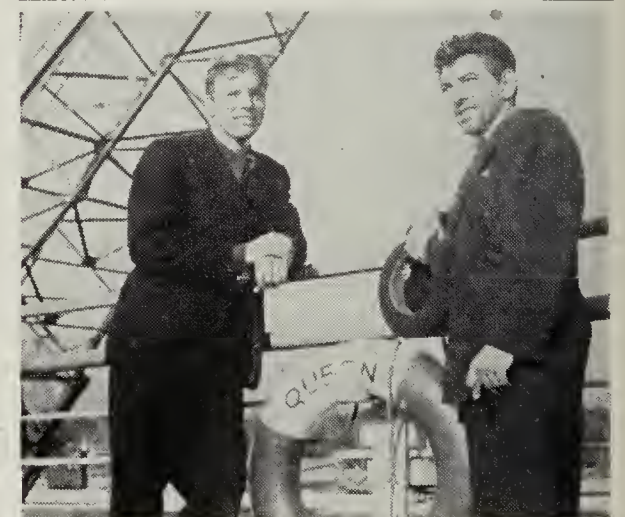
—D. R.

Syracuse

Ed Linder, manager, Astor, which closed for the summer, is now relief manager for the Astor and Victoria, New York City. He will return here in September.

Congratulations go to Dianna Hammer, RKO-Keith's, and hubby, Irving, on their 21st wedding anniversary. . . . Mrs. Leonard, wife of Amos Leonard, Warner salesman, St. Louis, living here, was happy that he did not suffer serious injuries in a recent train wreck. . . . Mr. and Mrs. Ray Merriman, Franklin, were looking very neat and cool on the bus going to the city. . . . Schine Theatres tied in with The Syracuse Post-Standard in promoting a square dance contest, covering the territory served by the paper. Elimination contests will be staged by various clubs and organizations in 13 Schine theatres beginning on July 28, with territorial finals being held in eight Schine houses the week of Aug. 18. Finalists in the eight events, 64 participants in all, will compete in finals at the New York State Fair on Sept. 8. They will receive individual trophies, and the couple judged best will receive additional prizes. William Oley, known as the "singing square dance caller," is prominent in the set-up. Schine houses participating are in Syracuse, Seneca Falls, Geneva, Carthage, Massena, Malone, Watertown, Saranac Lake, Ogdensburg, Norwich, Oswego, Cortland, and Auburn.

—J. J. S.



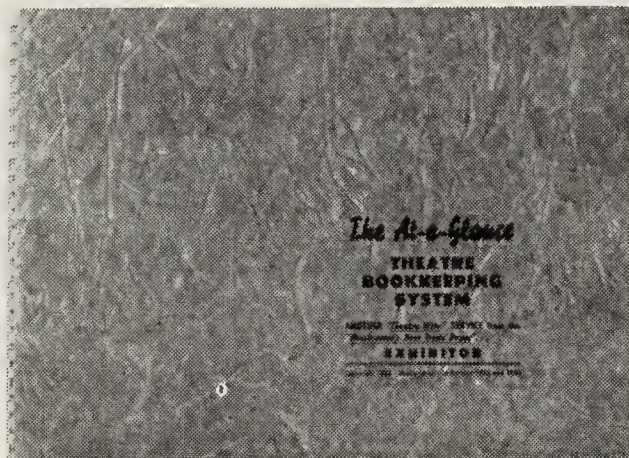
Burt Lancaster and Nick Cravat are glimpsed on the Queen Mary as they recently arrived in England to begin work on Warners' "The Crimson Pirate."

2 HELPS in days of Help Shortage!

JUST 2 OUT OF MANY THEATRE OPERATING FORMS THAT ARE AVAILABLE TO YOU FROM YOUR FAVORITE TRADE PAPER

No. 1:—THE "At-A-Glance" THEATRE BOOKKEEPING SYSTEM

● This extremely simple system has been constantly revised to meet each tax or other changing requirement of the theatre man. Its 9 x 12 inch pages provide for: (1) daily ticket record, (2) tax collected daily, (3) daily gross, (4) pass and walk-in records, (5) weather and opposition, (6) daily show cost, (7) weekly income from vending machines, etc., (8) weekly gross, (9) weekly fixed expenses, payroll, and annual of monthly expense amortized weekly, (10) weekly profit or loss statement, (11) profit or loss for the year to date, etc.



Price per book
(Sufficient for 52 weeks): \$1.60

No. 2:—Weekly PAYROLL FORMS . . . for use whenever employees are paid in cash for Salary or Overtime

THEATRE PAYROLL		Audited and approved by: <i>[Signature]</i>	
Theatre: <i>Starline</i> Center Square, Va.		Company or individual: <i>[Signature]</i>	
Week ending: <i>6/1/55</i>		Payroll Period: <i>5/25-6/1/55</i>	
POSITION	NAME	Rate	Hours
Manager	John J. Bennett	\$12.00	40
Asst. Mgr.	Paul J. Allen	\$10.00	40
Cashier	Charles H. Smith	\$8.00	40
"	Arthur H. Jones	\$8.00	40
"	William H. Brown	\$8.00	40
"	Robert H. White	\$8.00	40
"	James H. Green	\$8.00	40
"	Richard H. Black	\$8.00	40
"	Thomas H. Gray	\$8.00	40
"	Charles H. King	\$8.00	40
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NEWS OF THE

Territory

Philadelphia
Crosstown

Quoting Department of Commerce figures, The Daily News editorialized that the "theatre industry was growing." Said The News: "Increased leisure time available to many Americans, the result of the high standard of living in the U. S., has been reflected in the manner in which patronage of the motion picture theatres has shown marked improvement over the past three years. Better service, finer pictures, and the expenditure of every effort to make one of the nation's outstanding industries even more effective from the public service standard has brought these satisfactory results to the producers, the theatre managements and to the public . . . The motion picture has earned a definite place in American life. It has filled an important gap in the entertainment field, and has brought to all classes the pleasure and knowledge that, until it gained its present position, no other medium was able to satisfy. Its constant improvement, judging from the statistics, is gaining new friends each year, and will continue to do so."

A substantial decrease was noted in the city's amusement tax receipts when the City Treasurer and Receiver of Taxes reported collections were off \$293,127 for the first six months of 1951.

The Layne-Marciano fight caused the Lincoln to be opened for a theatre TV showing at \$1.25, with Theatre Television Enterprises, Inc., installing its set in the house with a 9 x 12 screen. The S-W Stanley also ran the fight at \$1.25.

The Fox held a preview of 20th-Fox's "Secret of Convict Lake."

Jerry Gaghan, The Daily News columnist, is in Hollywood on a vacation visit to the studios.

Cy Gruber, managing Henry Friedman's Lawndale, is making a good job out of stamping the house as a centre of community activity. He has been selling the theatre along civic lines, in addition to plugging individual attractions.

Vine Street

John "Jam Handy" Golder was in prior to leaving on a southern trip. . . . Columbia exploiter Milt Young was concerned over the illness of his wife.

Condolences are extended to Frank McNamee, treasurer, Philadelphia Eagles Football Club, and associate in Jay Emanuel Theatres, upon the death in Cleveland, of his brother, Dr. Edgar P. McNamee, 61, noted authority in the field of roentgenology. He established the X-Ray department of St. Alexis Hospital, and was its head at the time of his death. He is survived by his wife, two sisters, and five brothers.

Mrs. Ida Silverman, bookkeeper, Local 307, wishes to express thanks to her many industry friends who expressed condolences in the recent death of her husband, Frank, a projectionist at the Avon.

Jack Engel, Lippert branch manager, travelled to New York City to meet company head, Robert L. Lippert. . . . Joe Perry, Clark Film former shipper, was in for a visit after a long siege of illness. . . . Condolences go to Doug Klein, Clark, shipping clerk, upon the death of his mother.

Dave Rosen, Clark film supervisor, back from an Atlantic City, N. J., vacation, looked like a broiled lobster. . . . RKO cashier Mrs. Frances Scott, retiring, will be succeeded by assistant cashier Emily Purdy. . . . RKO booker John Phelan was on his time off.

Irene Goenner, Warners' branch manager's secretary, was on vacation. . . . Home office auditor Jack DeWaal was in at RKO. . . . Mildred Green, Republic booker, was on vacation.

Republic branch manager Norman Silverman came up with a special combination, available with all new prints, "Catman of Paris" and "Valley Of The Zombies," to help in the current "Jimmy Grainger Drive." . . . Sanford Gottlieb, former ELC branch manager, has joined the ranks of independent film distributors.

20th Century-Fox has available a 30-minute version of the newsreel documentary feature, "Farewell to Yesterday."

A meeting of all independent exhibitors of the area will be held in the Broadwood Hotel at 1:30 p.m. on July 24. . . . Ralph Pries, Berlo executive, was in a hospital undergoing surgery. All of his many friends were pulling for his rapid recovery. . . . Ferd Fortunate, U-I booker, was on vacation.

Circuits

Stanley-Warner

Herman Levine's pretty blonde secretary is Bettie Stumacher, and she has a handsome husband besides. . . . Jack Brodsky postcarded from his Florida honeymoon complaining of the rain.

Irving Blumberg is vacationing, getting better acquainted with his new daughter at the same time. . . . John Derek, star of Columbia's "Mask of the Avenger," will be in for personal appearances at the Mastbaum on July 25.

Richard Brown, Keystone manager, is the new Commander, Variety Post 713, American Legion. Jack Harris, Monogram, is Senior Vice-Commander, and Norman Silverman, Republic branch manager, is Junior Vice-Commander. Joe Riley, manager, Liberty, Columbia Avenue, was again elected sergeant-at-arms for the eighth time. Installations



Among those snapped by Stewart Tucker at the recent convention of the Virginia Motion Picture Association in Richmond, Va., were, top to bottom, left to right, Frank Storino, Jeff Hofheimer, Henry Dusman, Prospero Arcaro, Harley Davidson, Mr. and Mrs. Ben Somma, Mr. and Mrs. D. H. Covington, Buck Stover, Jake Flax, Chris Geoghegan, James

B. O'Gara, John Jenner, Neighborhood Theatres' Arlie Brooks, Bob Coulter, John Zenner, Francis Neenan, Sam Pulliam, B. K. Terwilliger, and Al Bernstein, George and Laverne Shipp, Sam and Ethel Pulliam, Dorothy Allen Brown, Mr. and Mrs. Harold E. Wood, Jack Lichtman, Martin Bennett, A. Frank O'Brien, and Elmer Brient, all tremendously happy.



Mayor Claude R. Robins, Harrisburg, Pa., was made honorary captain of the "Cotton Blossom" during the recent visit of MGM's "Show Boat" street ballyhoo unit. Seen are a WHP radio announcer, Mayor Robins, MGM's Ed Gallner, and Sam Gilman, manager, Loew's. Models are wearing costumes.



Patricia Hitchcock, actress daughter of director Alfred Hitchcock, pictured arriving in Philadelphia for Warners' "Strangers on a Train," S-W Stanley.

will take place at the opening meeting of the post in September. Bill Brooker made his first Legion meeting in many months. The next day Columbia sent him out to the middle west to exploit some new product.

District of Columbia Washington

Hiller Innes, executive assistant to Russell Holman, Paramount's eastern production head, was in to hold a special screening of "Submarine Command" for top navy officials.

K-B Amusement Company ordered theatre TV equipment installed in two new theatres which the circuit will open this fall. The equipment, to be supplied by General Precision Equipment Corporation, will go into the Ontario, opening in October, and the Langley, opening in November. The company is also trying to get two more TV installations for use in other houses.

Morton Gerber, president, District Theatres, announced that his houses would not carry the telecasting of the Layne-Marciano fight. The portable equipment which he had been using had been removed by RCA for use elsewhere. District is still considering installing regular equipment in some of its theatres.

RKO producer Edmund Grainger and Don Prince, eastern director of public-

ity, arrived with a print of "Flying Leathernecks" to run for top-echelon officers of the Marine Corps. Plans for marine participation in gala premieres and other special key-city openings of the Technicolor production were completed.

A five-day-old baby girl was found wrapped in a green blanket behind the Cheverly by Percy Parmes, janitor at a nearby apartment project.

The golden Oscar won by Jose Ferrer for his performance as "Cyrano de Bergerac" was on exhibition in one of Hecht's windows in honor of the return engagement of "Cyrano," Keith's.

Two Washington scientists and explorers were named chairmen of the Washington premiere of "Kon-Tiki," Dupont, Dr. William M. Mann, director of the Washington Zoo, and Dr. Matthew W. Stirling, director of the Bureau of American Ethnology, Smithsonian Institution. Funds raised by the benefit performance will be used for the annual science fair for high school students sponsored by the Washington Academy of Sciences.

MGM—Miss Betty Carter, booker, was sick. . . . Joe Kroman, branch manager, won his weekend golf game at Indian Springs Golf Club. . . . Rudy Berger, southern divisional manager, was in Jacksonville, Fla. . . . Head biller Rhoda Zell's daughter, Linda Marie, was vacationing in Florida. The young lady was accompanied by her nursemaid. . . . Miss Hazel McCarthy, booker's clerk, is spending two weeks in Minneapolis. . . . Newest addition is Mrs. Peggy Souder, switchboard operator.

WARNERS—Miss Mary Blake, assistant cashier, left on a tour to spend her vacation. . . . D. F. Aleshire, who owns the Page and Bridge, Del Ray, Va., was in. . . . Harvey Winn, availability clerk, was spending his vacation at home. . . . Clifford Reed, booker, went to Maine on his vacation.

20TH-FOX—Mrs. Josephine Deavers, biller, was on vacation. . . . Mrs. Mary Claspell celebrated her birthday. . . . Mrs. Leona Weedon's husband, Jim, was operated on at Prince Georges County Hospital. . . . Miss Caroline Nassau was spending her vacation in Miami Beach, Fla. . . . Mrs. Mary Malloy has been transferred to the cashier's department.

RKO—Joe Kushner, office manager, was away on vacation. . . . Mrs. Agnes Turner, branch cashier, went to Cincinnati. . . . Donald Bransfield, booker, was using his vacation as a convalescent period to recover from his recent illness. . . . Elbert Grover, Baltimore, Md., salesman, is taking a motor tour. . . . Miss Eloise Thomas was transferred to Sioux Falls, S. D. . . . Mrs. Annabelle Rucker is a neat typist. . . . Mrs. Ella Phillips, inspectress, was at Ocean City, Md., on her vacation.

MONOGRAM—Miss Barbara Workman is a new clerk typist.

UNITED ARTISTS—Mrs. Florence Carden, branch manager's secretary, was



Manager C. L. Crews, of one of the Food Fair stores in Washington, D. C., looks pleased with this result of the national tie-up between Columbia's "Lorna Doone" and Nabisco's shortbread of the same name. Needless to say, John Macron, manager, Metropolitan, was pleased with the ballyhoo.



These two wrecked cars in front of the Rives, Martinsville, Va., helped manager George Handy sell "One Too Many."

ill. . . . Harold Rose, salesman, spent a week with his mother in Hartford, Conn.

PARAMOUNT—Phil Isacs, branch manager, went to Cleveland. . . . Miss Marian Herbert is on vacation.

NATIONAL SCREEN SERVICE—Mrs. Betty Richardson is home on her vacation. . . . Howard Savitz is taking a southern tour on his vacation.

REPUBLIC—Miss Bonita Meeker, biller, celebrated her nuptial day. . . . Jake Flax, branch manager, had a pleasant visit with Sam Bendheim, Neighborhood Theatres, Inc., Richmond, Va. . . . Mrs. Reva Campbell, switchboard operator celebrated her birthday.

KAY—Eddie Kimbell, Rome Circuit, and Joe Wallderman, Monroe, Baltimore, Md., were in to visit Joe Di Maio.

THEATRE ADVERTISING—Ben Siegel is impressed. . . . Mrs. Roy Cook is "expecting." . . . Harold Buracker spent a weekend at Herald Harbor.

COLUMBIA—Bill Fisher, head booker, went on vacation. . . . Miss Lillian Levy, billing machine operator, returned from Ocean City, Md.

EQUITY—Myron Mills is spending his vacation in Roscoe, N. Y., with his in-laws. . . . Mrs. Biddie Spittle is a new clerk typist. . . . Sam Pike, salesman, returned from a tour of a southern territory. He says the Columbia, Bristol, Va., changed ownership from Goepel

TRADE SCREENINGS

PHILADELPHIA

RKC (250 North 13th) July 24, 10:30, "Pistol Harvest" (Tim Holt, Jean Dixon); 2:30, "Roadblock" (Charles McGraw, Joan Dixon); 25, 10:30, "Lili Marlene" (Lisa Daimely) (English-made); 2:30, "On The Loose" (Joan Evans, Lynn Bari, Melvyn Douglas); 30, 2:30, "Happy Go Lovely" (David Niven, Vera-Allen, Cesar Romero) (Technicolor) (English-made).

tendance through a 13-week radio and television promotion program. The plan would include three to five brief TV shows weekly and from 30 to 40 radio spot announcements each week. Appointed to a committee to examine the plan further and report to a meeting next month were Sidney Lust, Frank LaFalce, Jack Foxe, Frank Boucher, Victor Orsinger, and Morton Gerber.

Delaware Wilmington

Mel Geller and Sam Taustin adopted a policy change at the Brandywine Drive-In, admitting a full car for \$1 plus tax up to 8:30 p.m. every night. Kiddie Towne is developing into a popular spot for outings. . . . Dick Edge, manager, Pike, Claymont, Del., postcarded from Pekin, Ill., that he expects to be back next month. . . . Sylvan Shaivitz, manager, Crest, Woodcrest, tells of two changes, Betty Best replaced Beatrice Luce, and Catherine Stiegler replaced Helen White. . . . Liane Frederick is new at the S-W Warner. . . . John Behringer, Jr., electrician, S-W Warner, was back from vacation, and John W. "Buck" Riddell, electrician, S-W Warner, was starting his vacation.

Maryland Baltimore

Frank H. Durkee Enterprises will install RCA theatre television equipment in the subsequent-run Grand and State.

John Derek arrived for the first eastern stop, at the Town, on his personal appearance tour for Columbia's "Mask of the Avenger."

Cumberland

It now seems certain that the city will have three direct channels.

At Darnell's Embassy, "Cherokee Sue" and the "West Virginia Hill Folks," from WPDH, played a one-day engagement. . . . Johnny Moyer's Dance Studio presented its annual revue on the stage of the Maryland.

Hagerstown

George N. Payette, Jr., observed his 15th anniversary as city manager for Warner Theatres. . . . John Hirsh, assistant manager, Maryland, is serving as temporary manager, Academy, following the resignation of Joseph Cumiskey.

—L. Mc W.



Manager L. Minor, Hippodrome, Richmond, Va., arranged this lobby display for Hallmark's "The Prince of Peace" when it ran recently at the Walker and Robinson, District Theatres' spots.



Vincent Iorio, manager, Trans-Lux, Washington, D. C., hosted a Roman-style dinner recently for press and radio representatives, for UA's "Fabiola."

Theatre Enterprises to W. A. Wilson, Marion, Va.

SANDY—Walter Bergman, salesman, resigned.

LIPPERT—Jerry Murphy, Virginia salesman, is back after an operation. . . . Sam Jenkins, cashier, went fishing. . . . Miss Polly Cavonkovich returned from her vacation.

U-I—Mrs. Ella Gross, inspectress, was on vacation. . . . John Scully, district manager, was in.

VALLEY ENTERPRISES—Horace Robinson is now district manager, Roth's Virginia Theatres. . . . Miss Hope Corral is now Mrs. Earl Smart. . . . Joseph Garner, manager, Plaza, and his wife, Evangeline Garner, manager, Stanton, returned from South Carolina.

KEITH'S—Hal Marshall, publicist, is working on "Cyrano." . . . Tom Camardo, assistant manager, was in Pittsburgh.

LOEW'S CAPITOL—Orville and Kathryn Crouch, Jack and Violet Foxe, and Mrs. Carter Barron had a fishing trip on Rody Langley's boat off Solomon's Island.

The Translux's Vincent Iorio was making plans to have Jesuits as guests at the premiere of "The First Legion."

The Motion Picture Theatre Owners of Washington gave tentative approval to a \$15,000 campaign to increase at-



When director Alfred Hitchcock recently arrived in Philadelphia in connection with the opening of Warners' "Strangers on a Train," he was met by William Mansell, Warners' Philadelphia branch manager, and "Betsy Ross" and "Thomas Jefferson," participants in the historical Independence Day pageant.

Leonardtown

Georgia Marie Wilkinson, sister of James Wilkinson, manager, St. Mary's, is new at the New, succeeding Mary Agnes Spaulding. . . . Private First Class Paul M. Hampton, former projectionist, New, now stationed with the army at Fort Stewart, Ga., was home on a 10-day furlough. . . . Opening dates of the new drive-in Jack Fruchtmann is building on Three Notch State Road, and the Plaza, which P. E. Gray is building in Lexington Park, Md., are not far off.

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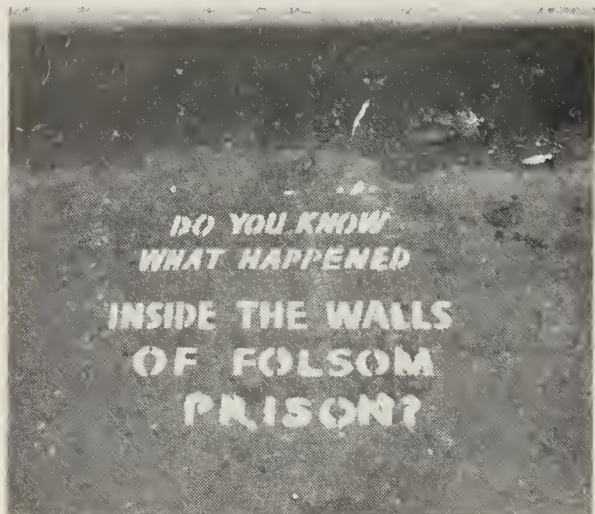
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These markers, stencilled at major Baltimore, Md., street intersections on the opening day of Warners' "Inside the Walls of Folsom Prison," recently attracted attention to the engagement.



The 39-foot trailer carrying "Goliath" of 20th-Fox's "David and Bathsheba" recently drew attention when it was parked at the Embassy, Reading, Pa.

New Jersey Atlantic City

One of the most concentrated exploitation campaigns ever held in this area is heralding the opening of Paramount's new Dean Martin-Jerry Lewis comedy, "That's My Boy," at the Warner. Trailers cross-plugging "That's My Boy" were shown on all Warner screens in Atlantic City while lobby displays also are featured. A 24-sheet campaign got under way with 25 select locations on roads leading into Atlantic City plus those on the boardwalk. Displays were

spotted in all boardwalk hotel lobbies, and announcement cards were placed in the guest boxes, assuring maximum penetration. Heralds also were a feature of this grass roots showmanship campaign, with more than 40,000 distributed in advance of the opening. An airplane was engaged to tow a banner advertising the picture. A full-scale radio campaign was set with 100 spots scheduled to go out over three local stations. Outside ballys included a bevy of shapely bathing beauties patrolling the beach with "That's My Boy" lettered on their bathing suits, and other girls, in rolling chairs on the boardwalk, reading specially printed newspapers on which were displayed in large type, "Dean Martin and Jerry Lewis in 'That's My Boy'—Warner—Now."

Pennsylvania Pottsville

Ticket takers at the Pottsville Drive-In blossomed out in new uniforms.

Reading

Walter "Goliath" Talun came to town with the 20th-Fox "David and Bathsheba" touring truck, and had a busy time. On arrival in Reading and at the Embassy, "Peg" Glase took him to the Crystal Restaurant to meet manager James Mantis, and then across to Pomeroy's, Inc., Reading's biggest department store. From there he was taken to Egelman's Park, city-owned, on Mount Penn, where he met a party of Girl Scouts, and was presented with a Red Feather and shield, insignia of the Community Chest. During the day, he met many Community Chest officials. Back to the Embassy the party went, where large numbers of people were taken through the trailer. Later, the trailer was taken to the Reading Drive-In, north of the city, and later to the Mount Penn Drive-In. Talun was taken to City Hall by Glase, and met Mayor John F. Davis and other city officers.

Advertisements announced the sale by a Philadelphia auction and realty firm of two adjoining commercial buildings here, one of them the Rio, closed several months ago. It has more than 500 seats.

Larry R. Levy, manager, Loew's Colonial, spent quite a few nickels to keep parked in front of the theatre a hybrid specimen of automobile publicizing "Excuse My Dust." The car was an old Model T Ford, minus the body. In its place was an equally ancient body of a station wagon, wooden frame, yellow varnished, and in good condition, but not much more than half the size of a present day station wagon.

Two youths drove off with a convertible coupe belonging to Birk Binnard, manager, Warner. Two garage attendants saw the car moving out of the garage but were unable to stop it.

Dr. Harry J. Schad, president, Schad Theatres, Inc., was host to the Penn Wheelmen's Club at a social session in the Schad country home.



Henry Spiegel, Comerford, Scranton, Pa., recently arranged this elaborate display for MGM's "The Great Caruso."



The Senate, Harrisburg, Pa., was decked out with a false front for its recent run of Paramount's "Ace in the Hole."

West Virginia Keyser

Just across the Potomac River in McCoolle, Md., a drive-in is in the final planning stages. John E. Whetzell, a lumberman, says plans to begin grading will get underway on a tract of land near what is known to area residents as the "Y" on U. S. Highway 220 at McCoolle. The site will be large enough to accommodate, at the start, 200 cars.

At the third and final reading before the mayor and City Council, the plan for adding a tax to theatre admissions was rejected. . . . Mrs. Lucile Carskadon and son "Tuck," are vacationing for a few days on the Eastern Shore. She is owner, local Keyser and Music Hall, and the Majestic and Opera House, Piedmont, W. Va.

Variety Club Tent 13, Philadelphia

If one hasn't gotten tickets for "Johnny Night" at Shibe Park, one had better hurry as the baseball committee, headed by Edward Emanuel, says that they are going fast. Co-sponsored by The Daily News, the annual benefit for the Camp's Handicapped Children is set for Aug. 3 when the Athletics meet Cleveland. Other features will be a softball game featuring 18 Oscar Neufeld models, an hour's vaudeville show, and music by both the Durning and Polish American string bands. All members are urged to get tickets at once.

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COLUMBIA

Bonanza Town (367)

WESTERN
56M.

ESTIMATE: Okeh series entry.

CAST: Charles Starrett, Smiley Burnette, Fred F. Sears, Luther Crockett, Myron Healey, Charles Horvath, Ted Jordon, Al Wyatt, Paul McGuire, Vernon Dent, Slim Duncan. Produced by Colbert Clark; directed by Fred F. Sears.

STORY: Charles "The Durango Kid" Starrett is on the trail of Fred Sears, a criminal whom everyone had thought dead. Starrett believes Sears is hiding in a town run by Myron Healey, with the aid of Judge Paul McGuire, who is forced to go along with the criminals because they know that he committed a crime in his youth. McGuire's son, unaware of the hold Healey has over his father, organizes a group of vigilantes, who send for "The Durango Kid" to lead them. Starrett gets a job as Healey's bodyguard, sending his orders to the vigilantes through barber Smiley Burnette. Sears, actually, McGuire's brother and living in the judge's house, becomes suspicious of Starrett, and orders Healey, who works for Sears, to have him killed. The judge warns Starrett, and for this his brother kills him. Starrett has Burnette round up the vigilantes, and Sears is killed.

X-RAY: This spins its usual yarn with plenty of flying bullets and horses. The director, who also plays the heavy, gave the experienced cast pretty much of a free rein, and Burnette does his usual good job. Songs heard include: "Rootie Toot" and "It Just Goes To Show Ya." The screen play is by Barry Shipman and Bert Horswell.

TIP ON BIDDING: Usual series price.

AD LINES: "The Durango Kid' On The Trail Of A Dead Man"; "See Smiley Burnette When He Is Short On Hair, But Long On Laughs"; "The Durango Kid' Battles To Free A Town From The Clutches Of A Dead Man."

Hurricane Island (349)

ADVENTURE DRAMA
70M.

(Supercinecolor)

ESTIMATE: Okeh lower half entry.

CAST: Jon Hall, Marie Windsor, Marc Lawrence, Romo Vincent, Edgar Barrier, Karen Randle, Jo Gilbert, Nelson Liegh, Marshall Reed, Don Harvey, Rick Vallin, Russ Conklin, Alex Montoya, Lyle Talbot, Rusty Westcott, Zon Murray. Produced by Sam Katzman; directed by Lew Landers.

STORY: In 1513, Edgar "Ponce De Leon" Barrier lands on Florida, and is wounded by Indians. Jon Hall, next in command, brings the party back to Cuba, where they learn that Barrier is partly paralyzed. A witch doctor tells that Barrier can only be cured in Florida, where there is a magic fountain of youth surrounded by gold. Hall decides to find the fountain and to colonize Florida, as ordered by the King of Spain. Women are taken along to help start the colony, and included among them is pirate leader Marie Windsor, after the map showing the way to the gold. When Windsor's ship, led by Marc Lawrence, tries to attack, Hall blows it up, causing the pirates to take shelter on land. Windsor's identity is learned, and she is held prisoner. Lawrence joins up with Indians led by Don Harvey, who is trying to take control of the tribe from peace loving Jo Gilbert. Hall convinces Gilbert that the Spaniards have come in peace, and want only to cure Barrier, leaving the gold. Gilbert takes them to the fountain, and cures Barrier. Lawrence and Harvey then attack them. Gilbert asks for aid from the

god, Hurakan, and a hurricane develops. The pirates are destroyed but the fountain also vanishes, and Gilbert plunges into the water. Windsor, who has repented, and Hall clinch.

X-RAY: This fills lower half requirements. There is plenty of action, and the Supercinecolor is an improvement. The direction stresses entertainment values, and this has angles to sell. The screen play is by David Mathews.

TIP ON BIDDING: Lower bracket.

AD LINES: "See The Terrible Vengeance Of The Hurricane God"; "Marie Windsor As The Most Desirable Pirate To Ever Plunder A Ship, Or Steal A Heart"; "See The Wonders Of The Magic Fountain Of Youth."

Never Trust A Gambler (326)

MELODRAMA
79M.

ESTIMATE: Moderate program meller.

CAST: Dane Clark, Cathy O'Donnell, Tom Drake, Jeff Corey, Myrna Dell, Rhys Williams, Kathryn Card, Tom Greenway, Sid Tomak, Ruth Warren. Produced by Louis B. Appleton, Jr., and Monty Shaff; directed by Ralph Murphy.

STORY: Dane Clark, a material witness in the murder trial of a friend, hides in the apartment of his ex-wife, Cathy O'Donnell, who lets him stay after he convinces her that he has turned over a new leaf. O'Donnell is annoyed by drunken police detective Rhys Williams, who used to go out with her roommate, Myrna Dell. Williams follows O'Donnell, and when he tries to get fresh, Clark comes out. In the fight, Williams is killed. Clark attempts to make it look like an accident by driving the car off a cliff. Police detectives Tom Drake and Jeff Corey quickly determine that it is murder. O'Donnell is questioned by Drake. Drake, attracted to O'Donnell, is aware that she is hiding something. Finally Clark forces O'Donnell to run away with him. Drake, meanwhile, has learned that Clark is the real killer in the trial of his friend. O'Donnell sneaks out a note, and the police corner Clark on a dock trying to get a speed boat. Drake gets O'Donnell away from Clark, and, after a fight, Clark is killed.

X-RAY: A weak script and lack of action put this in the routine class. Clark turns in an uninspired performance as the heavy, the rest of the cast are adequate, but the direction fails to build suspense or maintain a high level of interest throughout. The screen play is by Jesse L. Lasky, Jr., and Jerome Odum.

TIP ON BIDDING: Program price.

AD LINES: "Why Does A Beautiful Girl Let A Hunted Man Into Her Home"; "Love Is Blind And The Result . . . Murder"; "Dane Clark And Cathy O'Donnell In An Edge-Of-The-Chair Thriller."

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SECTION TWO
Vol. 46, No. 11

JULY 18, 1951

Pickup (357)

DRAMA
78M.

ESTIMATE: Interesting offering will have best appeal for class, art spots.

CAST: Hugo Haas, Beverly Michaels, Allan Nixon, Howland Chamberlin, Jo Carroll Dennison, Mark Lowell, Art Lewis, Jack Daly, Bernard Gorcey. Produced and directed by Hugo Haas.

STORY: When lonely Hugo Haas, a railroad employe stationed alongside the tracks, loses his dog, he goes to town to buy another; but, instead, picks up attractive Beverly Michaels. She comes home with him, and, when she discovers that he has a bank account, marries him. Haas loses his hearing, and the railroad sends Allan Nixon to replace him. Michaels starts a romance with Nixon. Haas, meanwhile, goes to town to fill out his retirement papers, and meets with an automobile accident which restores his hearing. He rushes back to tell Michaels, hears what has been going on between her and Nixon, and decides to postpone telling them he can hear. Michaels goads Nixon into a plan to kill Haas; but he loses his nerve, and gets drunk. Michaels taunts him, and Nixon starts to choke her. Haas, faced with going to her aid and revealing he can hear or letting her die, saves her and turns them both out. Haas' old friend, Howland Chamberlin, arrives with a new puppy.

X-RAY: The sort of film that will probably register best in the class and art spots, this is an achievement for Haas, who is the lead, produced and directed the film, and helped on the screen play with Arnold Phillips. While it is not particularly pleasant, it is interesting, and has obvious angles to sell. The players are capable, although their names won't mean much on the marquee. The film is based on a novel by Joseph Kopta.

TIP ON BIDDING: Low bracket.

AD LINES: "He Came To Town For A Good Time, And She Filled The Bill"; "Don't Miss This Absorbing Tale Giving The Low-Down About A Come-On Girl"; "She Was A Pickup And He Fell For Her."

MGM

The Law And The Lady (136)

COMEDY DRAMA
104M.

ESTIMATE: Pleasing comedy will depend on the name draw.

CAST: Greer Garson, Michael Wilding, Fernando Lamas, Marjorie Main, Hayden Rorke, Margalo Gillmore, Ralph Dumke,

Rhys Williams, Phyllis Stanley, Natalie Schaefer. Produced and directed by Edward Knopf.

STORY: In England, at the turn of the century, Greer Garson, maid in the household of Lady Phyllis Stanley, is accused of the theft of gems belonging to the latter. Michael Wilding, twin brother of Stanley's husband, admits he took the gems. Garson and Wilding then team up as gamblers, being chased out of various countries by the police as Garson poses as an English member of the nobility. The two come to San Francisco, where they plan to rob wealthy Marjorie Main, and Garson stays at her house as guest. Wilding is engaged as Main's butler. Fernando Lamas, a neighboring rancher, falls for Garson but she spurns him. After Garson steals a valuable necklace belonging to Main, Lamas learns the truth, and she is exposed. However, because a letter had been written by banker Hayden Rorke, another guest of Main, revealing the faults of the other weekend guests, it is decided to let the whole thing blow over. Garson clinches with Wilding just when they learn that Wilding's brother has died, making Wilding wealthy, but the two have to go back to England anyway to face a charge of getting money from a lord under false pretenses.

X-RAY: Based on "The Last Of Mrs. Cheyney", by Frederick Lonsdale, and made once before, this lightweight drawing room comedy will have to depend on name draw for best returns. While an attempt has been made to accent the laughs, the film seems headed for moderate results at the boxoffice. Garson is her usual self, Wilding comes through best, and Main, Lamas, and the others may help in the selling. Class spots will probably get the most out of it.

TIP ON BIDDING: Fair program price.

AD LINES: "She Was A Lady In Name Only"; "The Law Caught Up With The Lady But Love Was There Already"; "See What Happens When A Bogus Lady Falls For A Real Lord."

Rich, Young And Pretty (138)

COMEDY
WITH MUSIC
95M.

(Color by Technicolor)

ESTIMATE: Good musical.

CAST: Jane Powell, Danielle Darrieux, Wendell Corey, Vic Damone, Fernando Lamas, Marcel Dalio, Una Merkel, Richard Anderson, Jean Murat, Ducey deKerekjarto, Hans Conreid, George and Katrin Tatar, Monique Chantal, "Four Freshmen" Quartette. Produced by Joe Pasternak; directed by Norman Taurog.

STORY: Texan Wendell Corey and daughter Jane Powell travel to Paris. Corey has to go to London on UN business and leaves Powell in Paris. She believes her mother is dead, whereas the mother, Danielle Darrieux, is now a famous night club singer. Powell falls for Vic Damone, son of diplomat Jean Murat, and Darrieux helps the romance, although Powell doesn't know she is her mother. When Corey hears what is going on, he rushes back to stop the eventual marriage, and Darrieux says she will help. However, love eventually conquers all, with Damone and Powell clinching and everybody happy about the whole thing.

X-RAY: A pleasing musical, this has everybody needed for good boxoffice, a gay pace, young people, comedy, music, color, and entertainment. The Powell-Damone combination will be welcomed by the young folks, and for the others there are the standard elements. Corey is able as the father, the return of Darrieux also should be a marquee factor, and the film has been directed and produced from an entertainment-first angle. Songs heard include: "Dark Is The Night", "We Never Talk Much", "How D'ya Like Your Eggs

In The Morning", "I Can See You", "Wonder Why", "L'Amour Tourjour", "Paris", "Old Piano Roll Blues", "There's Danger In Your Eyes, Cherie", "Deep In The Heart Of Texas." The screen play was written by Dorothy Cooper and Sidney Sheldon.

TIP ON BIDDING: Higher bracket.

AD LINES: "Gay . . . Delightful . . . And Filled With Fun"; "Vic Damone And Jane Powell Will Capture Your Heart"; "She Was 'Rich, Young And Pretty' . . . And This Was Paris."

MONOGRAM

Nevada Badmen (5152)

WESTERN
58M.

ESTIMATE: Routine western.

CAST: Whip Wilson, Fuzzy Knight, Jim Bannon, Stanford Jolley, Phyllis Coates, Marshall Reed, Riley Hill, Lee Roberts, Pierce Lyden, Bill Kennedy, Bud Osborne, Stanley Price. Produced by Vincent M. Fennelly; directed by Lewis Collins.

STORY: Whip Wilson, Fuzzy Knight, and Jim Bannon go to help Bannon's brother, who has found gold on his property, and find the brother dead, his gold stolen, his daughter, Phyllis Coates, frantic, and no clue as to location of the gold strike. The boys finally expose express agent Stanford Jolley and bank president Bill Kennedy as the villains. Bannon, however, outbids Marshall Reed, one of Jolley's and Kennedy's henchmen, on a mortgage on the dead brother's ranch, and lets it be known that the money for the purchase will be coming in on the stage. The bad 'uns fall for the ruse, and after their men hold up the stage, the boys move in on their suspects, and the crooks are captured. Coates forms a partnership with the boys, who find her father's missing gold.

X-RAY: Wilson's dexterity with the whip is not displayed in this entry; but the footage includes plenty of riding, shooting, and fisticuffs. The screen play by Joseph O'Donnell provides sufficient complications.

AD LINES: "Six-Gun Roundup Of Nevada's Boldest Badmen"; "Trigger Trap For Gold Gunners"; "Six-Gun Stand In Killer Country!"

PARAMOUNT

Here Comes The Groom (5101)

COMEDY
114M.

ESTIMATE: Very good Crosby.

CAST: Bing Crosby, Jane Wyman, Franchot Tone, Alexis Smith, James Barton, Connie Gilchrist, Robert Keith, Jacky Gencel, Beverly Washburn, Anna Marie Alberghetti, Walter Catlett, Nicholas Joy, H. B. Warner, Ian Wolfe, Maidel Turner, Adeline de Walt Reynolds, Alan Reed, Minna Gombell, Dorothy Lamour, Phil Harris, Louis Armstrong, Cass Daley, Frank Fontaine. Produced and directed by Frank Capra.

STORY: Bing Crosby, Boston newspaperman, recalled by editor Robert Keith from France, where he has been writing a series urging the adoption of war orphans, also receives word from his long-time fiancée Jane Wyman that she intends to marry someone else. As Crosby leaves France, he takes along two orphans, 10-year-old Jacky Gencel and seven-year-old Beverly Washburn. They are permitted to stay in this country on condition that Crosby get married within a week after his arrival. Crosby finds Wyman has promised millionaire Franchot Tone that she will marry him in a week. Crosby wangles an invitation to

live on the Tone estate as a friendly rival, and tries to get Wyman to change her mind. Crosby learns that Alexis Smith, Tone's somewhat stuffy cousin, is in love with Tone, and he uses her with her permission to recapture Wyman. As Tone and Wyman are about to be wed, news comes that Crosby and the children, to whom Wyman has become attached, have disappeared, and Crosby shows up handcuffed to an F.B.I. agent. Wyman then calls off the wedding with Tone, and agrees to marry Crosby on the spot to save him and the children, while Tone realizes he has been missing something in not cultivating Smith. It turns out the F.B.I. agent was a fellow reporter, but everyone is happy anyway.

X-RAY: The best Crosby in several seasons, this has laughs, many amusing situations, rhythmic tunes, heart touching moments, etc. While the story is a trifle thin, it serves to bring together the talents of the performers in fine style, and a thoroughly entertaining film emerges. The effort as a whole should go over well with all types of audiences, and, when the word gets around, the reaction should be very good. Wyman comes off very well, the youngsters are also likeable, Crosby is his usual entertaining self, and the balance of the cast are fine. The screen play was written by Virginia Van Upp, Liam O'Brien, and Myles Connolly, and the story by Robert Riskin and Liam O'Brien. Among the tunes heard are: "Caro Nome" from "Rigoletto", "Your Own Little House", "Misto Cristoforo Colombo", "In The Cool, Cool, Cool Of The Evening", and "Bonne Nuit." An unbilled bit in which Dorothy Lamour, Louis Armstrong, Cass Daley, and Phil Harris appear will prove a pleasing surprise to customers, and a solo by Anna Maria Alberghetti is extremely well done.

TIP ON BIDDING: Higher bracket.

AD LINES: "She Wants To Get Married, And He Doesn't"; "There's Loads Of Fun In This New, Gay, Witty Bing Crosby Release"; "They Both Wanted To Marry Jane Wyman. Don't Miss 'Here Comes The Groom'."

REPUBLIC

Lost Planet Airmen (5031)

FANTASY
67M.

ESTIMATE: For the lower half.

CAST: Tristram Coffin, Mae Clarke, Don Haggerty, House Peters, Jr., James Craven, I. Stanford Jolley, Douglas Evans, Ed Adams, Stanley Price, Dale Van Sickel, Tom Steele, David Sharoe, Eddie Parker, Michael Ferno, Frank O'Connor, Buddy Roosevelt. Associate producer, Franklin Adreon; directed by Fred C. Brannon.

STORY: "Dr. Vulcan", in reality I. Stanford Jolley, a scientist, is a madman seeking to control various scientific machines so that he can rule the earth. His methods are combatted by scientist Tristram Coffin, aided by House Peters and Mae Clarke, newspaper woman. Eventually, aided by his rocket-propelled flying suit, Coffin outwits Jolley, and prevents New York City from being destroyed.

X-RAY: Reedited from the serial, "King Of The Rocket Men", this will be liked by children and by non-discriminating audiences. It has been well edited, and moves rapidly, with the action punctuated by what probably are the beginnings of endings of the serial episodes, and will fit into the lower half. It was written by Fred C. Brannon, Royal Cole, William Lively, and Sol Shor.

AD LINES: "Power-Packed Adventure"; "A Look Into The Future"; "Is This The World Of The Future?"

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U-International

Cattle Drive (128)

WESTERN
77M.

(Color by Technicolor)

ESTIMATE: Pleasing western.

CAST: Joel McCrea, Dean Stockwell, Chill Wills, Leon Ames, Henry Brandon, Howard Petrie, Bob Steele, Griff Barnett. Produced by Aaron Rosenberg; directed by Kurt Neumann.

STORY: Spoiled, motherless Dean Stockwell, traveling with his father, railroad head Leon Ames, in the west, wanders away from their special car, and the train goes on without him. Stockwell is picked up by cowboy Joel McCrea, who, instead of taking him directly to his father, tells him that he can become part of a cattle drive taking steers to market. Stubborn at first, Stockwell eventually straightens himself out, and makes everyone in the group like him. After several episodes, one of which involves a wild horse which McCrea has been trying to catch and which Stockwell accidentally allows to escape, Stockwell and McCrea meet Ames, who sees that a reformation has taken place, and realizes that he could have been closer to his son. Ames, McCrea, and Stockwell then ride off together to try to catch the wild horse.

X-RAY: Extremely pleasant, ideal for the family and neighborhood trade, this doesn't offer much that hasn't been seen before but it is has been directed with a sympathetic hand. McCrea and Stockwell are good, while Chill Wills supplies the comedy. A cattle stampede, the chase for the wild horse, and other scenes have been well handled, and the whole thing shapes up as a western that certainly should please outdoor devotees. With no women in the cast, this lacks the usual femme appeal but it has a certain charm of its own to offset this. The story is by Jack Natteford and Lillie Hayward.

TIP ON BIDDING: Fair program price.

AD LINES: "He Was As Tough As A Wild Colt . . . But They Broke Him In"; "A Tough Kid Rebuilds Himself The Hard Way"; "Never An Outdoor Show Like 'Cattle Drive'."

Iron Man (130)

MELODRAMA
83M.

ESTIMATE: Good fight meller.

CAST: Jeff Chandler, Evelyn Keyes, Stephen McNally, Rock Hudson, Joyce Holden, Jim Backus, Jim Arness, Steve Martin. Produced by Aaron Rosenberg; directed by Joseph Pevney.

STORY: Jeff Chandler, working in a Pennsylvania coal mine, is encouraged by his brother, Stephen McNally, to become a fighter, with McNally as manager. Chandler, an amiable fellow, shows a killer instinct, and the crowds hate him. He keeps winning, with tactics decried by sports writer Jim Backus. Chandler wants to fight to save enough money so that he and his sweetheart, Evelyn Keyes, can buy a radio store. McNally overmatches Chandler, who is badly beaten, and McNally and Keyes ask him to quit. Chandler, irritated because the crowd hates him, decides to go on, and keeps winning. Meanwhile, Rock Hudson, a close friend, starts fighting in the preliminaries in the same class. Chandler marries Keyes. When Chandler is rematched with the fellow who beat him, McNally and Keyes, fearful that he will be defeated again, pay to have his opponent take a dive. An investigation clears Chandler but he breaks with McNally and Keyes. On his own, he becomes champ, and is matched with Hudson. In his bout, he then sees that he can fight

fairly. Taking a terrific beating, he is knocked out by Hudson. However, the crowd, realizing that Chandler has the stuff of which champions are made, cheers him. He leaves the ring satisfied, and reunited with Keyes, McNally, and Hudson.

X-RAY: One of the best fight films in some time, this is in the better action class. The Chandler-Keyes-McNally combination is marquee help, and the direction and production, with fast tempo, are responsible for an action show that fight fans will love, and that any audience should find satisfactory in the entertainment division. Chandler is tops as the killer-fighter, and the rest of the cast is above average. The title will lend itself to the selling, too. The story was written by W. R. Burnett.

TIP ON BIDDING: Good program price.

AD LINES: "He Was A Killer . . . Even To The Woman Who Loved Him"; "The Crowd Paid To See Him Defeated . . . But He Proved Himself A Champion"; "Iron Man . . . The Story Of A Fellow Who Hated The Crowd Which Hated Him."

WARNERS

On Moonlight Bay (029)

COMEDY
WITH MUSIC
95M.

(Color by Technicolor)

ESTIMATE: Pleasing musical has the names and angles.

CAST: Doris Day, Gordon MacRae, Jack Smith, Leon Ames, Rosemary DeCamp, Mary Wickes, Ellen Corby, Billy Gray, Henry East, Jeffrey Stevens, Eddie Marr. Produced by William Jacobs; directed by Roy Del Ruth.

STORY: During World War I, before this country entered the conflict, tomboy Doris Day, mother Rosemary DeCamp, father Leon Ames, and brother Billy Gray move to a new neighborhood in an Indiana town where Day meets college student Gordon MacRae, and love blossoms, causing her to become entirely feminine. The thorn in everyone's side is Gray, who gets into one scrape after another, generally involving the family. Another rough spot is MacRae's idealism, which clashes with Ames' conservative principles. Eventually, love conquers all. MacRae, with his class, enlists, boy getting girl, etc.

X-RAY: A nostalgic musical, enhanced by Technicolor, old-time favorite tunes, the Day and MacRae names, and a generally pleasing production, this should register. While the youngsters who have made Day a favorite because of her handling of new numbers may be annoyed at this omission in the story, still they should have fun out of the romance and general appeal. MacRae's draw will also be a factor. The production and direction are in keeping with the piece. In part, this is based on some stories written by Booth Tarkington, another asset for the youngster and family trade. The presence of radio's Jack Smith may also help in the selling. Songs heard include: "Moonlight Bay", "Yoo Hoo", "Ain't We Got Fun", "Oh, You Beautiful Doll", "Pretty Baby", "Cuddle Up A Little Closer", "Tell Me", "I'm Forever Blowing Bubbles", "Love Ya", "Tickle The Ivys", "The Bowery", "Christmas Story", "Hail To Old I.U.", "It's A Long Way To Tipperary", "Pack Up Your Troubles", "Every Little Movement", "Til We Meet Again", and "There's A Long, Long Trail."

TIP ON BIDDING: Good program price.

AD LINE: "It Happened While They Were Singing 'On Moonlight Bay'"; "She Was A Tomboy Until Cupid Took A Shot At Her"; "You'll Have A Gay Time With Young Lovers In 'On Moonlight Bay'."

FOREIGN

Far From Moscow

ACTION DRAMA
90M.

(Artkino)

(Russian-made) (English titles)

(Magicolor)

ESTIMATE: Better than average Russian program.

CAST: N. Okhlopkov, Lev Sverdlin, P. Kadochnikov, V. Kvachadze, A. Khanov, K. Kirillov, P. Makhova, L. Kmit. Produced and directed by A. Stolper.

STORY: In 1942, Russia is badly in need of oil. Engineer N. Okhlopkov is sent to Far Eastern Siberia to direct the construction of a pipe line. K. Kirillov, in charge of the project, informs the committee that it would be impossible to build the line in the time given them. Another engineer, V. Kvachadze, however, offers a plan which he feels will work, and Okhlopkov gives Kvachadze permission to put his plan into operation. P. Kadochnikov is ordered from the front to become Kvachadze's assistant. Furious at first, he pitches in when he realizes how important the job is. Investigation into Kirillov's activities proves that he is unfit for the job, and he and his followers are dismissed. As the work goes on, Kvachadze falls in love with P. Makhova. Kadochnikov learns that his wife has been killed at the front, and Okhlopkov adopts a war orphan to replace his lost son. After a terrific struggle, the line is completed on time.

X-RAY: Using some top Russian actors, with a script not overly loaded with obvious propaganda speeches, this shapes up as one of the better Soviet imports. The Magicolor is effective, particularly on the outdoor shots. The screen play is by M. Papava.

AD LINES: "Russian Engineers Battle The Fury Of The Siberian Winter"; "They Said It Was Impossible To Do So They Went Ahead And Did It"; "See The Titanic Struggle To Build The Lifeline To Victory."

Maniacs On Wheels

DRAMA
76M.

(International Releasing)

(English-made)

ESTIMATE: Routine import.

CAST: Dirk Bogarde, Bonar Colleano, Renee Asherson, Bill Owen, Moira Lister, Thora Hird, Cyril Cusack, Pauline Jameson. Produced by Ian Dalrymple; directed by Jack Lee.

STORY: Fascinated by motorcycle racing, Dirk Bogarde has champion rider Bill Owen teach him how to ride. Bogarde meets Owen's sister, Renee Asherson, and driver Bonar Colleano. In Bogarde's first big race, he sets a new record but causes Owen to have a crack-up that sends him to the hospital. Bogarde, rich and famous, meets thrill-seeking Moira Lister, and they have a wild romance that ends when Bogarde walks out. He visits Owen, now confined to a sanitarium, and again sees Asherson. After a short romance, the two marry. Seeing what happened to Owen, Bogarde attempts to organize a union to protect the drivers. When the manager learns of this, he prevents Bogarde from racing. The idle Bogarde continues to try to organize but fails because the other drivers don't trust his motives. When he refuses to give up racing, Asherson leaves him. The war comes, and, after six years, Bogarde returns to civilian life only to learn that the only thing that he can do is race. He goes to Colleano, who now manages the track, and asks for a chance. Although rusty, he beats the best driver at the track but when he sees Asherson, he decides to quit racing.

X-RAY: Using a standard story this British entry presents little new or different. The film's main fault lies in a sub standard job of editing. However, some of the racing sequences are interesting and exciting. The screen play is by Jack Lee and William Rose.

AD LINES: "Life And Love At Breakneck Speed"; "A Scorching Romance Of A Speed-Demon And His Women"; "He Knew His Way Around A Track And Women."

Portrait Of Clare

DRAMA
99M.

(Stratford)
(English-made)

ESTIMATE: For the art spots.

CAST: Margaret Johnston, Robin Bailey, Richard Todd, Ronald Howard, Marjorie Fielding, Jeremy Spenser, Lloyd Pearson, Mary Clare, Anne Gunning, Anthony Nicholls. Produced by Leslie Landau; directed by Lance Comfort.

STORY: Margaret Johnston, waiting for guests to arrive at her granddaughter's engagement party, discovers that she, Anne Gunning, is about to marry on the rebound. Attempting to forestall any such mistake, Johnston relates the story of her marriages, the first one of great love ending in the accidental death of her husband, Ronald Howard. A son is born shortly after the accident, and for several years life centers around him and her aunt, Marjorie Fielding, with whom she lives. Persistent suitor Robin Bailey finally inveigles her into marrying him, offering companionship and protection for her and her son. A loveless marriage, it is further complicated by her first husband's parents, Mary Clare and Lloyd Pearson, trying to lure their grandson, Jeremy Spenser, away from Johnston, and Bailey's and Spenser's visible hatred for one another. Johnston meets Richard Todd, an associate in her husband's law firm, and they fall in love. Johnston divorces Bailey, and marries Todd, a marriage that continues happily through the years.

X-RAY: Filmed in flashback style, from a novel by Francis Brett Young, adapted for films by Leslie Landau and Adrian Alington, this drags along, somewhat enhanced by background shots of English countryside and uppercrust life circa 1900. It is strictly for the art houses.

AD LINES: "She Bared Her Love Life So Her Granddaughter Would Not Make The Same Mistakes"; "Married Bliss May Be Marred By Too Many Relatives"; "Marriage Should Be Only Where Love Is."

MISCELLANEOUS

Gay Girlies

BURLESQUE
66M.

(Bernie Lust)

ESTIMATE: Okeh for spots than can play it.

CAST: No credits available.

STORY: This burlesque type film features approximately 23 specialties, most of the strip tease variety. Included in the footage is a collection of nude stills, quickly flashed on the screen at three different spots. At another point, a brunette does a Chinese lighted vase dance. Another specialty has three dancers in scanty Oriental costumes. Still another specialty has three girl musicians with a brunette dancing. The strips are performed rather rapidly, although there are plenty of flashes of bare midriffs and more. There are also several sequences of models posing.

X-RAY: This hodge-podge of films is strictly on the strip tease and nude or semi-nude models type. There is no resemblance to a burlesque, except in the

various strips, and possibly the specialty numbers. There is no comedy relief here, the accent being entirely on strips and flesh.

AD LINES: "A Parade Of Feminine Charm And Beauty"; "Saucy, Delightful Models, More Beauty Than Ever Before Seen On The Screen"; "More Feminine Charm Than Ever Before Seen On The Screen."

Shim Sham Follies

BURLESQUE
72M.

(Bernie Lust)

ESTIMATE: Okeh for spots that can play it.

CAST: No credits available.

STORY: A typical burlesque show, this is really a collection of the rather brief specialties of some 14 dancers from burlesque and elsewhere. Interspersed with the endeavors of the strip teasers are several sequences, or burlesque scenes, of comedic nature, "The G.I.'s Dream", "At The Races", and "Los Angeles Follies." Dance specialties spaced throughout the footage are "Egypt", a scene in the tomb of one of the ancients; a Burmese scene, and a Mexican hat dance. "Sheba Wore No Nylons" is yet another specialty.

X-RAY: This is a conglomeration of burlesque strips and bits. The stripping shows plenty of bare midriffs and more, with some distinguished by affixed diamonds and other eye-pullers. The comedy sequences, also featuring girls, help space out the plentitude of strips. The compilation may attract in spots where fare of this type can be played.

AD LINES: "Big Time Burlesque On The Screen At Last"; "Bask In The Sunshine Of Beauty In Action"; "Girls, Girls, Girls In An Exciting Movie Burlesque."

The Shorts Parade

THREE REEL

Color Nature Study

NATURE'S HALF ACRE. RKO—True-Life Adventures. 33m. Third in the series of Walt Disney "True-Life Adventures", with print in Technicolor, this is a superb subject, worthy of extra ballyhoo and exploitation for it will command more attention than many a feature. It shows nature at its best, the fight for existence, the creatures in the field, under rock and log, and the struggle to live, with the camera work really amazing and the beauty of the butterflies, birds, and others breath-taking. This covers nature's four seasons, and, with an excellent commentary plus a splendid musical background, it is a topnotch production. This is narrated by Winston Hibler; animation effects are by John Meador and John Hench; special process by Ub Iwerks; C. O. Slyfield was sound director, and Norman Palmer, film editor. It was photographed by Murl Deusing, Karl H. Maslowski, Arthur A. Allen, Alfred G. Milotte, Tom and Arlene Hadley. Olin Sewall Pettingill, Jr., and William Norman Jupe, with time-lapse photography by John Nash Ott, Jr., and Stuart V. Jewell; Tilden W. Roberts was biologist consultant; direction was by James Agar; script by Winston Hibler, Ted Sears, and James Algar; music by Paul Smith, and production supervision by Ben Sharpsteen. EXCELLENT. (23301).

TWO REEL

Comedy

ARNOLD, THE BENEDICT—U-International—Specials. 16m. Arnold Stang, lonely for female companionship, goes to a Clara Lane Friendship Center. After filling out an exhaustive application, he finally gets

the call to meet a girl. The first one, a tall statuesque blonde, towers over him. The second, a female wrestler, frightens Stang away. The next is a sweet little girl. Stang decides, and marries the towering blonde. FAIR. (6202).

ONE REEL

Color Cartoon

BOO SCOUT. Paramount—Casper, The Friendly Ghost. 8m. While all the other ghosts are ghosting, Casper is learning about being a good Boy Scout. He goes looking for some real Scouts; but they run off in terror. Finally, he meets little Billy, too young to be a Scout. Billy sees a huge bear has the Scouts cornered, and Casper comes to the aid of his friend, and scares the bear off. The rest of the Scouts hail Casper as a hero. GOOD. (B10-5).

PILGRIM POPEYE. Paramount—Pop-eye. 7m. While Popeye is gently feeding his pet turkey, his three nephews demand that he kill it for their dinner. Popeye then tells of the experience with a turkey when he was a Pilgrim. After a tough session, Popeye finally caught the turkey only to see that it was very skinny. Feeling sorry, he gave the bird a can of spinach to help fatten itself. Suddenly Indians attack, and are about to scalp Popeye when the turkey, full of energy from the spinach, saves Popeye's life. When Popeye finishes his story, he sees that the three boys and the turkey are gone, and he hears them calling him to dinner. He uncovers a large platter to find it filled with spinach and the turkey sitting in on the meal. FAIR. (E10-8).

SLIP US SOME REDSKIN. Paramount—Noveltoons. 7m. The modern Indian youngster is a hep kid, the product of soda shop and the juke box. An old Indian brave attempts to impress his grandson with his exploits as a great hunter, and tells a wild story of how he captured the huge bear that now serves as a rug. However, he fails to impress the boy, who attempts to trick him into thinking that the bear has come to life again. The old man turns the tables, however, sending the youngster flying. GOOD. (P10-9).

Color Documentary

THE FIFTH FREEDOM. NSS—Produced in Technicolor by Louis de Rochemont for the Liggett and Myers Tobacco Company. 10m. The Fifth Freedom, freedom of choice, is dramatized in documentary form by views of schools, libraries, American homes, and the Chesterfield cigarette plant, representing freedom of choice in industry. The narrator describes each particular freedom of choice as an inherent part of the American system, and Arthur Godfrey and Bob Hope further point up the theme in brief talks. Perry Como and Bing Crosby each sing a song. While Chesterfields are not mentioned, a sales pitch, however unobtrusive, is in evidence. This subject is distributed without charge and is available through National Screen Service. GOOD.

Color Musical

SING AGAIN OF MICHIGAN. Paramount—Screen Songs. 7m. Color, imagination, and a good script make another refreshing entry. The natural and man-made wonders of Michigan are given an amusing cartoon interpretation. Fish found in the state are shown along with the many styles of furniture turned out at Grand Rapids. The Detroit baseball team is literally shown as Tigers, and the hustle and bustle of assembly-line auto production are also illustrated. The bouncing ball then takes over for a toe-tapping rendition of "I Want To Go Back To Michigan, Down On The Farm." EXCELLENT. (X10-6).

Musical

MACDONALD'S FARM. U-International—Cartoon Melodies. 10m. This opens with an amusing cartoon treatment of "Old MacDonald Had A Farm," with the next offering "Back Home In Indiana." The King's Men close with "Pop Goes The Weasel." GOOD. (6387).

Novelty

BARGAIN MADNESS. MGM—Pete Smith Specialties. 9m. Pete Smith comments while two women go through the throes of bargain buying. There should be laughs here for any audience even if much of the humor depends on a fat woman trying on girdles. GOOD. (S-260).

HOLLYWOOD PIE THROWERS. Columbia—Screen Snapshots. 9½m. Ken Murray escorts a pair of pretty twin girls to a Hollywood Gay '90's party hosted by Milton Berle. After some impromptu entertainment by Berle, The Andrews Sisters, Ella Logan, and others, Murray is involved in an identity mixup with the twins, who leave him to decide who they really are. Murray is splattered in a pie-throwing demonstration by Buster Keaton and Joan Davis. Made several years ago, this has some informal glimpses of several screen personalities as the main interest. FAIR. (3859).

MONKEY ISLAND. U-International—Variety Views. 10m. The subject is Monkey Island, in the Caribbean, where some 600 monkeys are studied by Puerto Rican doctors and scientists. In addition to supplying valuable information, the monkeys also offer a good share of laughs. Generally a good job, this entry suffers from a poor commentary. GOOD. (6348).

ROMEO LAND. U-International—Variety Views. 9m. The camera goes on a trip to Italy. Florence, long a center of art and culture, is visited and one of Italy's most ancient and famed landmarks, the Castle Brolio, Chianti, is also shown. At Siena, an annual festival filled with flag waving and bare-back racing is nicely captured. The final stop is Venice. GOOD. (6347).

Color Sports

MAKING MOUNTIES. Warners—Sports Parade. 10m. Trainees at a Royal Canadian Mounted Police School are glimpsed by the Technicolor camera as they are put through the paces in various sports, in the laboratory and classroom, and on the drill field. A colorful parade of graduated Mounties climaxes this interesting subject. GOOD. (7509).

Sports

CITY OF BALL TOSSERS. Paramount—Grantland Rice Sportlights. 10m. This demonstrates why Denver is considered to be the capital of basketball. As soon as a youngster is old enough to handle a basketball, he can get free instructions after school and on Saturdays in grade school gyms. Coaches are paid to instruct all children from the fifth grade on. This entry has some exciting basketball shots. GOOD. (R10-11).

CLOSE DECISIONS. Paramount—Grantland Rice Sportlights. 10m. This demonstrates the training and skill needed to be a competent arbitrator. The camera first visits McGowan's school in Florida, where the American League style is taught. It then moves to George Barr's school, where he demonstrates the National League style. Baseball fans should really enjoy this. GOOD. (R10-10).

FOLLOW THE GAME TRAILS. Paramount—Grantland Rice Sportlights. 10m. The average person is little aware of the

job the government performs in protecting the nation's fish and wild game, as well as seeing to it that the hunter and fisher are also given a chance to test their skill. This entry shows how streams are scientifically stocked, and how animals and birds are marked and tagged, and moved to approved hunting areas. GOOD. (R10-12).

Too Late To Classify

Features

A Place In The Sun (5102)

DRAMA
122M.

(Paramount)

ESTIMATE: High rating drama.

CAST: Montgomery Clift, Elizabeth Taylor, Shelley Winters, Keefe Brasselle, Fred Clark, Raymond Burr, Herbert Heyes, Shepperd Strudwick, Frieda Inescort, Kathryn Givney, Walter Sande, Ted de Corsia, John Ridgely, Lois Chartrand, William R. Murphy, Douglas Spencer, Charles Dayton, Paul Freed. Produced and directed by George Stevens.

STORY: Montgomery Clift, poor-relation nephew of Herbert Heyes, gets a job in the bathing suit mill owned by the latter, and has an affair with fellow worker Shelley Winters. She becomes pregnant just about the time that Clift and wealthy socialite Elizabeth Taylor fall in love. Unwilling to give up Taylor, Clift is tempted to kill Winters when she arrives at the lake where he has been vacationing with Taylor at her parents' summer home. Clift takes Winters, who wants him to marry her, out on the lake, and doesn't have the nerve to drown her. However, the boat tips over, and Clift saves himself, leaving Winters to drown. He is arrested, and district attorney Raymond Burr pushes the case against him, with Taylor's name kept out of the publicity. Although Clift believes he didn't want to kill Winters, the jury finds him guilty. He says goodbye to Taylor, and goes to his death in the electric chair.

X-RAY: This new version of Theodore Dreiser's "An American Tragedy" is bound to create discussion, and, backed by the triple name draw, it has the stuff which keeps the ticket registers busy. Aply directed and produced by George Stevens, it is tensely handled throughout, with no letdown, reaching its climax at the trial scene. Clift gives a good performance in a role written to bring him sympathy while Winters, Taylor, and the others acquit themselves well. For the selling, this has angles which usually make for strong returns, and it offers merchandising opportunities for all types of houses. Word-of-mouth will be an important factor. Production, direction, etc., are of the best, and the results will be up to the showmen.

TIP ON BIDDING: Higher bracket.

AD LINES: "Theodore Dreiser's 'An American Tragedy' Comes To Life"; "The Screen's Great Drama . . . With Montgomery Clift, Shelley Winters, and Elizabeth Taylor"; "He Loved One Girl . . . But Had To Marry Another . . . What Would You Have Done?"

Fugitive Lady (5011)

DRAMA
78M.

(Republic)

(Made in Italy)

ESTIMATE: Routine import for the dual-lers.

CAST: Janis Paige, Binnie Barnes, Massimo Serato, Eduardo Ciannelli, Tony Centa, Alba Arnova, Dino Galvani, Rosina Galli, John Fostini, Luciana Danieli,

Michael Tor, Alex Serberoli, Joop Van Hulsen, Giulio Marchetti. Produced by M. J. Frankowich; directed by Sidney Salkow.

STORY: When wealthy Italian Eduardo Ciannelli dies in an auto accident, insurance detective Tony Centa backtracks on his life, and gets different versions from his half-sister, Binnie Barnes, and Ciannelli's American wife, Janis Paige. Eventually it is established that Paige had tired of Ciannelli, and had renewed a romance with Massimo Serato. Paige had arranged matters so that Ciannelli had driven while drunk, and, by switching signs, Ciannelli had become confused, and had gone off the edge of the road to his death. Paige, chased by police, is killed the same way as she attempts to flee.

X-RAY: Made in Italy with a couple of American names for the marquee, this is below the expected standard on all counts, and the film will wind up in the duallers because of its deficiencies. The cast is practically all Italian, and the recording isn't always as good as it should be. Selling the names and dramatic values seems to be the best bet. This is based on a novel by Doris Miles Disney. There are two songs, "My Guy" and "A Roman Romance." Legion of Decency rating: "B."

AD LINES: "She Murdered Her Husband . . . For Another Man's Love"; "The Story Of A Faithless Woman"; "Was She Lover Or Murderess?"

His Kind Of Woman

MELODRAMA
120M.

(RKO)

ESTIMATE: Meller will depend on name draw for best returns.

CAST: Robert Mitchum, Jane Russell, Vincent Price, Raymond Burr, Tim Holt, Charles McGraw, Marjorie Reynolds, Leslye Banning, Jim Backus, Philip Van Zandt, John Mylong, Carleton Young, Erno Verebes, Dan White, Richard Berggren, Stacy Harris, Robert Cornthwaite. Produced by Robert Sparks; directed by John Farrow.

STORY: Professional gambler Robert Mitchum is given \$50,000 to go to a resort spot in Mexico to await instructions. There he meets singer Jane Russell, posing as a wealthy girl; movie star Vincent Price, married but making a play for Russell; Jim Backus, an investment broker on vacation, and other vacationers, including gunman Charles McGraw and mysterious John Mylong. Mitchum falls for Russell, and eventually learns from government man Tim Holt that he has been hired so that his face can be used for a model for a new countenance for racketeer Raymond Burr, who has been deported but who wants to come back with a new identity. Holt is killed, and Mitchum is taken by McGraw and aides to a ship where Burr is ready for the job, with Mylong as the surgeon. Battles take place, but Price comes to Mitchum's rescue with the Mexican police after considerable confusion and fighting. Burr and many of his men are killed, and Mitchum eventually clinches with Russell.

X-RAY: Too long, a curious mixture of drama, comedy, and other elements, this will have to depend on the Mitchum and Russell draw for its returns. The film starts off at one pace, switches to another, enters a comedy phase via Price, and winds up with a typical cops and robber finale. The trouble is in the script, although there are episodes which hold suspense. Miss Russell, one of the biggest assets, sings "Five Little Miles From San Berdoo" and "Kiss And Run." The story is by Frank Fenton and Jack Leonard. The title may be a help in some spots although its connection with the story is vague. (It is understood that considerable editing is to be done before the picture is released.—Ed.)

TIP ON BIDDING: Fair program price.

(Continued on page 3115)

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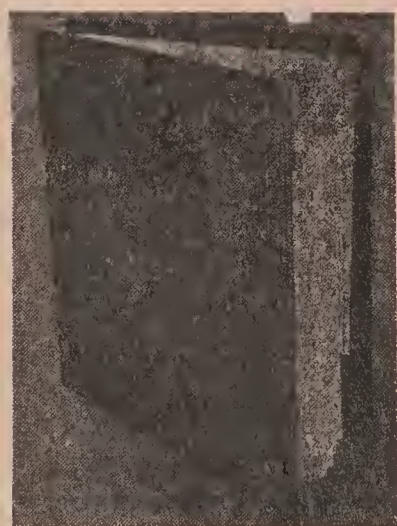
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Too Late to Classify

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AD LINES: "She Was 'His Kind Of Woman' . . . And How"; "Jane Russell . . . A Double Barreled Threat . . . But He Loved Her"; "What Happens When An Out-Of-Luck Guy Meets The Wrong Kind Of Woman?"

Montana Desperado

(5143)

(Monogram)

ESTIMATE: Routine western.

CAST: Johnny Mack Brown, Virginia Herrick, Myron Healey, Marshall Reed, Steve Clark, Edmund Cobb. Produced by Vincent M. Fennelly; directed by Wallace W. Fox.

STORY: Ranch owner Johnny Mack Brown comes to investigate a series of murders of his tenants, and the father of Virginia Herrick is the next victim. Herrick is in love with mining engineer Myron Healey. Brown is approached by another

rancher, Edmund Cobb, and his foreman, Marshall Reed, who try to buy his ranch. Later, Reed is shot at from ambush and wounded. Suspicion falls on Brown. To bring the killer into the open, Brown plans to sell to the highest bidder. In the meantime, Herrick has changed her affections from Healey to Reed, encouraged by Brown, who keeps an eye on them for safety's sake. Brown's plan works, with the successful bidder for his ranch killed by the mysterious slayer, and Brown then selling to Healey. Later, when Brown witnesses an attempt on the life of Reed, Brown pursues the killer, and finally exposes him as Healey, out to acquire acres of valuable mining property.

X-RAY: An average entry, this has its quota of action, adequate performances, and a script by Dan Ullman that maintains the mystery of the masked killer until almost the end of the film.

AD LINES: "Twin-Gun Vengeance in Montana's Turbulent Tableland"; "Six-Gun Patrol In Blazing Butte Territory"; "A Fighting Ranger Blasts His Way Out Of Ambush."

Shorts:

FOLK DANCE FESTIVAL. Artkino. 17m. Apparently filmed during an actual performance in Russia, this consists of a group of dances native to various regions of the Soviet Union. Each offering is presented by performers dressed in colorful native costumes, accompanied by the musical instruments common to their particular area. Students of folk lore and dancing should find much of interest. GOOD.

SUNSHINE SPORTS. Columbia—World Of Sports. 10m. With Bill Stern doing the commentary, the camera takes the viewer on a visit to the Hollywood Beach Hotel, and its varied sports facilities. After a few shots of some water skiers, an exhibition of fancy and comic diving is presented. Next a view of the tennis courts is shown. On the golf course, top trick golfer Paul Hahn gives an amusing and amazing demonstration of what he can do with a golf club. For a finale a visit is paid to the fishing grounds, where some of the guests are showing their skill at hooking a dolphin. EXCELLENT. (3809).

ALPHABETICAL GUIDE

To 541 Features Reviewed

Since The Aug. 30 Issue

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J

JACKPOT, THE—86m.—20th-Fox	2949
JACQUELINE MISBEHAVES—70m.—Regal	3020
JESSE JAMES—106m.—20th-Fox	3103
JIM THORPE, ALL-AMERICAN—107m.—Warners	3097
JOAN OF ARC—118m.—RKO	2986
JOE PALOOKA IN THE SQUARED CIRCLE—63m.—Mon.	2970
JOSEPH SCHMIDT STORY, THE—76m.—Arthur Davis	3055
JUNGLE HEADHUNTERS—65m.—RKO	3070

K

KANGAROO KID, THE—73m.—UA (ELC)	2947
KANSAS RAIDERS—80m.—U-I	2982
KATIE DID IT—81m.—U-I	3039
KEFAUVER CRIME INVESTIGATION, THE—52m.—20th-Fox	3054
KENTUCKY—96m.—20th-Fox	3103
KENTUCKY JUBILEE—70m.—Lippert	3093
KILLER THAT STALKED NEW YORK, THE—78m.—Col.	2977
KIM—113m.—MGM	2994
KIND LADY—78m.—MGM	3101
KING OF THE BULLWHIP—60m.—Western Adventure	2997
KING OF THE WILD HORSES—66m.—Columbia	3045
KING SOLOMON'S MINES—102m.—MGM	2940
KON-TIKI—73m.—RKO	3050
KOREA PATROL—57m.—UA (ELC)	2999
KRAKATIT—102m.—Artkino	3079

L

LADY PANAME—97m.—Discina	3048
LADY TAKES A CHANCE, A—87m.—RKO	2980
L'AFFAIRE—87m.—International Film	2983
LAST HOLIDAY—88m.—Stratford	2972
LAST ILLUSION, THE—89m.—Films International	3055
LAST OF THE BUCCANEERS—79m.—Columbia	2947
LAST OUTPOST, THE—89m.—Paramount	3062
LAW AND THE LADY, THE—104m.—MGM	3109
LAW OF THE BADLANDS—60m.—RKO	3002
LAW OF THE PANHANDLE—55m.—Monogram	2948
LEMON DROP KID, THE—91m.—Paramount	3046
LET'S DANCE—112m.—Paramount	2925
LIEUTENANT CRAIG—MISSING—85m.—Lux	3089
LIFE OF HER OWN, A—107m.—MGM	2924
LIGHTNING GUNS—55m.—Columbia	2993
LIGHTNING STRIKES TWICE—91m.—Warners	3034
LION HUNTERS, THE—72m.—Monogram	3053
LITTLE BALLERINA—60m.—U-I	3047
LITTLE BIG HORN—85m.—Lippert	3085
LONELY HEARTS BANDITS—60m.—Republic	2928
LONG DARK HALL, THE—86m.—UA (ELC)	3037
LOOK BEFORE YOU LOVE—96m.—Bell	2972
LORNA DOONE—84m.—Columbia	3088
LOST PEOPLE, THE—89m.—Pentagon	2951
LOST PLANET AIRMEN—67m.—Republic	3110
LOVERS OF VERONA, THE—90m.—Souvaine Selective	3051
LUCKY NICK CAIN—87m.—20th-Fox	3029
LULLABY OF BROADWAY—92m.—Warners	3048

M

M—88m.—Columbia	3037
MA AND PA KETTLE BACK ON THE FARM—81m.—U-I	3047
MACBETH—85m.—Republic	2957
MAD QUEEN, THE—107m.—Azteca	2964
MAD WEDNESDAY—77m.—RKO	2962
MADELEINE—99m.—U-I	2934
MADNESS OF THE HEART—67m., 90m.—U-I	2872
MAGNET, THE—78m.—U-I	3042
MAGNIFICENT YANKEE, THE—88m.—MGM	2970
MAN CONQUERS NATURE—55m.—Artkino	3002
MAN FROM PLANET X, THE—70m.—UA	3054
MAN FROM SONORA—54m.—Monogram	3061
MAN WHO CHEATED HIMSELF, THE—81m.—20th-Fox	3002
MAN WITH MY FACE, THE—79m.—JA	3081
MANIACS ON WHEELS—76m.—IRO	3111
MANON—91m.—Discina	3003
MARRIAGE OF FIGARO—87m.—Central Cinema	2972
MASK OF THE AVENGER—83m.—Columbia	3101
MASK OF THE DRAGON—54m.—Lippert	3045
MASSACRE HILL—see Eureka Stockade	
MATING SEASON, THE—101m.—Paramount	3009
MATTER OF MURDER, A—52m.—Hoffberg	2973
METRO-GOLDWYN-MAYER STORY, THE—56m.—MGM	3045
MILKMAN, THE—87m.—U-I	2950
MILL ON THE PO—96m.—Lux	2983
MILLION DOLLAR PURSUIT—60m.—Republic	3086
MINIVER STORY, THE—104m.—MGM	2948
MINNE—82m.—Hakim	3075
MIQUETTE—83m.—Discina	3027
MISSING WOMEN—60m.—Republic	3038
MISSOURIANS, THE—60m.—Republic	2981
MISTER 880—89½m.—20th-Fox	2928
MISTER UNIVERSE—90m.—UA (ELC)	3009
MODERN MARRIAGE, A—65m.—Monogram	2924
MOLLY—see Goldbergs, The	
MONTANA DESPERADO—51m.—Monogram	3115
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
MR. IMPERIUM—87m.—MGM	3078
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926

(Continued on page 3115)

(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles Father Takes The Air R. Walburn, M. McClure, G. Gray	Dear Brut M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC) Two Gals J. Paige, R. Alda and A Guy (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Litel (Supercinecolor)	Savage Drums Sabu, L. Baron, H. B. Warner	No Questions Asked B. Sullivan, A. Dahl, G. Murphy	Montana Desperado, W J. M. Brawn, M. Healey, V. Herrick	Trio J. Simmons, J. Hayter, K. Harrison (English-made)	Best Of The Bad Men R. Ryan, B. Cabot, J. Buetel, C. Trevor (Technicolor)	Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	Half Angel J. Coffen, L. Young (Technicolor)	Fabiola M. Morgan (Levey) The Man With (Italian-made)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Wall's Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart
China Corsair J. Hall, L. Ferraday, R. Randell	Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)				Gunplay, W T. Holt, J. Dixon, R. Martin		As Young As You Feel M. Woolley, T. Ritter, D. Wayne	My Face B. Nelson, C. Matthews (Gardner)	Strangers On A Train F. Granger, R. Roman, R. Walker	
Silver Canyon G. Aubry, G. Davis, P. Buttram	Kind Lady E. Barrymore, M. Evans, A. Lansbury						Smoky My Friend Flicka Thunderhead, Son Of Flicka (Technicolor Reissues)	Three Steps North L. Bridges (Wilder)		
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren	Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor)		Yukon Manhunt K. Grant, G. Davis, Chinoock	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor)	Hard, Fast And Beautiful C. Trevar, R. Clarke, S. Forrest	The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor)	He Ran All The Way J. Garfield, S. Winters (Robert's)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor)	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor)
Two Of A Kind E. O'Brien, L. Scott	The Law and The Lady G. Garson, M. Wilding, M. Main		Stagecoach Driver, W W. Wilson, F. Knight, G. Winters	Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Happy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor) (English-made)	The Dakota Kid, W M. Chapin, E. Janssen	The Frogmen R. Widmark, D. Andrews, G. Merrill	Pardon My French M. Oberon, P. Henreid (ELC)	Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway	On Moonlight Bay D. Day, G. MacRae, J. Smith (Technicolor)
Hurricane Island J. Hall, M. Windsor (Supercinecolor)	Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell		Let's Go, Navy Bowery Boys	Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Racket Men", serial)	His Kind Of Woman R. Mitchum, J. Russell	Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Racket Men", serial)	The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell	Cyrano De Bergerac J. Ferrer, M. Powers, W. Prince (Kramer)	Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	
The Big Gusher W. Morris, P. Foster, D. Patrick	Teresa P. Angeli, J. Ericson (Portly made in Italy)						Jesse James Return Of Kentucky (Technicolor Reissues)			
Mask Of The Avenger J. Derek, A. Quinn, J. Lawrence (Technicolor)										
Bonanza Town, W C. Starrrett, S. Burnette										
AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST
Pickup B. Michaels, H. Haas, A. Nixon	Home Town Boy H. Lloyd, Jr., C. Downs	Rich, Young and Pretty J. Powell, V. Domone, W. Corey, D. Darrieux (Technicolor)	Oklahoma Justice, W J. M. Brown, P. Coates, J. Ellison	Peking Express J. Coffen, C. Calvet, E. Gwenn	Alice In Wonderland Walt Disney Feature Cartoon (Technicolor)	Arizona Manhunt, W M. Chapin, E. Janssen	The Secret Of Convict Lake G. Ford, G. Tierney, E. Barrymore, Z. Scott	Cloudburst R. Preston, E. Sellars, H. Lang (ELC)	Cattle Drive J. McCrea, D. Stockwell, L. Ames (Technicolor)	Captain Horatio Hornblower G. Peck, V. Mayo, R. Beatty (Made in England) (Technicolor)
Never Trust A Gambler D. Clark, C. O'Donnell, T. Drake	Leave It To The Marines S. Melton, M. Lynn			That's My Boy J. Lewis, D. Martin, P. Bergen, E. Moyerhoff	Flying Leathernecks J. Wayne, R. Ryan, D. Taylor (Technicolor)	Fort Dodge Stampede, W A. "Rocky" Lane, M. E. Kaye	No Highway In The Sky J. Stewart, M. Dietrich (Made in England)	Mister Drake's Duck D. Fairbanks, Jr., Y. Donlan (English-made) (Anael) (ELC)	Mark Of The Renegade R. Montalban, C. Charisse (Technicolor)	
The Whistle At Eaton Falls D. Gish, L. Bridges, C. Carpenter	Calling Bulldog Drummond W. Pidgeon, M. Leighton (Made in England)			Warpath E. O'Brien, D. Jagger, F. Tucker, P. Bergen (Technicolor)	Roadblock C. McGraw, J. Dixon, J. Heydt	Havana Rose E. Rodriguez, H. Herbert, B. Williams		Obsessed D. Farrar, G. Fitzgerald (English-made) (ELC)	Iron Man J. Chandler, E. Keyes, S. McNally	
Chain Of Circumstance M. Field, R. Grayson, M. Mitrovich	An American In Paris G. Kelly, L. Caran, N. Foch (Technicolor)			Pistol Harvest, W T. Holt, R. Martin, J. Dixon		South Of Caliente R. Rogers, D. Evans, P. Lee	Mr. Belvedere Rings The Bell C. Webb, J. Dru, H. Marlowe			
Cyclone Fury, W C. Starrrett, S. Burnette						Fugitive Lady J. Paige, B. Barnes, E. Ciannelli (Made in Italy)				

HOLIDAYS

Sept. 3—Labor Day

ALLIED ARTISTS

Aug.—The Highwayman—W. Hendrix, C. Coburn, P. Friend (Cinecolor)

REALART

June—Guerillas Of The Underground (Paris Underground)—C. Bennett, K. Kruger
Massacre In The Orient (Donger in the Pacific)—T. Bey, L. Allbritton
July—Criminals Of The Underworld (Eyes of the Underworld)—L. Chaney, W. Barrie
Fighting The Racketeers (Big Town Czar)—B. MacLone, J. LaRue

COLUMBIA CONGRATULATES M-G-M ON ITS "CARUSO" BUSINESS

WE KNOW HOW GREAT "CARUSO" IS WHEN WE GET WIRES LIKE THIS:

"THE GROSS ON "FIVE" AT THE PALMS THEATER, PHOENIX,
FOR FIRST TWO DAYS IS TRULY SENSATIONAL. CONSIDERABLY
HIGHER THAN ANY ATTRACTION PLAYING THIS HOUSE WITH
EXCEPTION OF "GREAT CARUSO" WHICH HOLDS ALL-TIME RECORD

You get

ARCH OBOLER'S
PRODUCTION OF

FIVE

from Columbia

starring

WILLIAM PHIPPS • SUSAN DOUGLAS
JAMES ANDERSON • CHARLES LAMPKIN • EARL LEE,



EXHIBITOR



*"Boss, this summer
there sure is
No Business like **20**
Century-Fox Business!"*

Volume 46 Number 12
Two Sections: Section One

JULY 25, 1951

REGISTERED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring PHYSICAL THEATRE

HEADLINE FROM M. P. DAILY, JUNE 27th:

*Long "Caruso" Run
Jams Up Bookings*

APOLOGIES TO THE TRADE!



M-G-M regrets delays
caused by ^{*}"Great
Caruso" extended runs!
Please be prepared for
another booking jam!

Caution! Another Jam Session Coming!

SHOW BOAT" FIRST 45 CITIES TOPS "CARUSO" BY 17%!

*"SHOW BOAT" hold-overs have begun!
Long runs are in sight. Don't get caught
In another *"Great Caruso" jam.

We urge caution in
Planning dates to follow

*"SHOW BOAT" engagements!

Good news from other
M-G-M pictures: "Teresa,"

"Strictly Dishonorable" and

*"Excuse My Dust" doing fine!

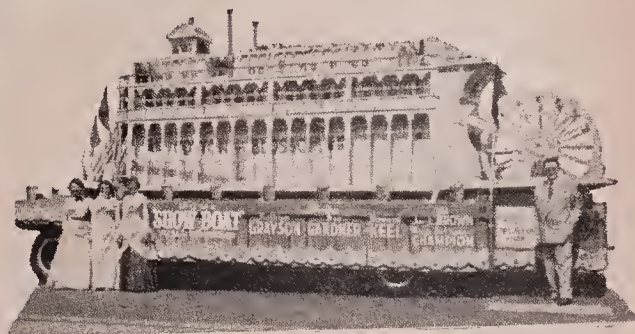
*"Rich, Young and Pretty" is
Next in M-G-M's Parade of
Big Technicolor Musicals!

And watch for:

"Tall Target" (Trade Show July 31st),

"The Strip" (Trade Show August 1st).

It's a lovely M-G-M Summer!



**"SHOW BOAT"
ON TOUR
COVERING
16 STATES!**

Giant-sized model of the famed "Cotton Blossom" gets pages of publicity as it tours the nation. Wonderful theatre tie-ups with local beauties in costumes from the film, and civic leaders and newspaper people aboard. Just part of biggest M-G-M promotion in years. Magazine and newspaper campaigns amplified by big-time showmanship.

**OPENING AT BROADWAY'S LONG RUN
ASTOR THEATRE, JULY 25th**

RKO'S HAPPY RAINBOW OF RHYTHM AND ROMANCE!

Love set to music!

**DAVID NIVEN
VERA-ELLEN
CESAR ROMERO**

Youth set to music! Fun set to music!

HAPPY GO LOVELY

**COLOR BY
TECHNICOLOR**

Produced by MARCEL HELLMAN
Directed by BRUCE HUMBERSTONE
Screenplay by VAL GUEST



Distrib
by
R K
RAD
6-10



ONE SIDELIGHT on the recent victory of Jersey Joe Walcott over Ezzard Charles was particularly interesting to industry-ites since two of Walcott's sisters didn't see the fight on home TV but were at the movies when their brother won the crown.

★

STRANGEST situation of the week saw a television set manufacturer joining with other companies in putting up \$100,000 so that home set users, and not theatres, could see a fight while at the same time it was trying to sell theatres TV equipment.

★

A MIDWESTERN exhibitor is raising tomatoes on his theatre's roof, which is probably one way of taking care of the growing overhead.

★

WHEN a drive-in screen was damaged by a high wind, the picture playing at the time was "After The Storm."

★

CONFIDENCE of an eastern publicity man in the U. S. mails was further shaken when he discovered that a check for his salary, mailed to him in Hyde Park, Mass., had been routed to Hyde Park, England. It finally caught up with him nine days later.

★

A RECRUITING arm band is due the exhibitor in an eastern state who played "Operation Pacific" and "In The Navy" on successive weeks. A few days later, his projectionist and doorman enlisted in the navy.

—H. M. M.

I N D E X

VOL. 46, No. 12

JULY 25, 1951

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THE COVER PHOTO

When Warners' Pittsburgh exchange recently screened four of the company's top new features as part of the "Look Forward, Go Forward" campaign being conducted nationally, among those present were, from left, R. Allison, Allison Circuit, Altoona, Pa.; Morris Finkel, Capitol and Hilltop, Pittsburgh; Jules Lapidus, eastern and Canadian sales manager, Warners; Fred Herrington, secretary, MPTO of Western Pennsylvania, and John Osborne, Wheeling, W. Va.

EXHIBITOR

VOL. 46, No. 12



JULY 25, 1951

The Mail Should Be Answered

It was particularly significant that at a recent meeting of independent exhibitors in an eastern exchange center, one of the complaints registered against a distributor was that letters to the local office had not been answered. This squawk was important enough to be included with other matters such as high prices, the higher cellar in sliding scale deals, dropping of local autonomy, and other items.

WHILE, in the discussion that followed, an answer to the non-letter writing complaint was not forthcoming, still the fact that the failure of the local branch to reply to missives aggravated exhibitor-distributor relations points up an irritation probably not common only in that area. Also, the lack of answers is not strictly a local branch proposition. Many an exhibitor will avow that letters sent to the home office often fail to get responses.

IT IS NOT difficult to understand why a branch manager doesn't always answer his mail. Many a home office directive, probably actuated by the legal department, has probably told the branch head not to put into writing anything that may prove embarrassing later. Therefore, playing things safe, a branch manager probably avoids getting into any controversy by ignoring exhibitor letters.

HOWEVER, it is a bit more difficult to figure out why the home office, and often top executives, don't answer letters. They are close enough to the legal department to get advice without lengthy inter-office memoranda.

AFTER ALL, the motion picture industry is still a business, and while the distributors may not agree that the customer is always right, still there are such things as common courtesy and ordinary business etiquette.

IN VIEW of that, the failure to answer letters is a minor mystery. If the exhibitors were accused of similar practices by distributors, it probably would become a matter for the Copyright Protection Bureau.

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IN SALT LAKE CITY, EXHIBITORS AND THEIR WIVES TAKE TIME OUT FOR LUNCHEON AFTER A MORNING OF WARNERS' "LOOK FORWARD" SHOWINGS.

The Exhibitors "Look Forward"

And More Than 2500 Are Guests Of Warners At National Screenings



Los Angeles showmen Arnold Schact, left, Holly and Ramona, and H. A. Caballero, Pacific Drive-In, are seen at the WB screenings on the coast.

THERE is but one assurance of a bright future for the industry, and that is good product. All the advertising, all the promotional stunts and tours in the name of showmanship, all the box-office gimmicks ever conceived can but serve as a means of first calling attention to an attraction; never can they be a substitute for quality pictures.

To give exhibitors new confidence in what the coming months have in store, Warners recently displayed some of its best wares at special "Look Forward, Go Forward" screenings across the nation as a portion of a program now in progress at the Warners studio to produce films of higher quality.

At every exchange city in the country, the company conducted screenings of four top new productions, "Jim Thorpe—All American," "A Streetcar Named Desire," "Strangers On A Train," and "Captain Horatio Hornblower." Some 2,500 theatre

owners, managers, and bookers attended the two-day showings, and were hosted by Warners at luncheons.

Jack L. Warner explained the "Look Forward" showings as an actual demonstration of his company's new program, and said, "We have arranged these showings for the good of the exhibitor, his audience, and his future. Every theatreman who attends will see for himself the quality of the motion pictures he is going to offer his community, and will be ready to present them to the public with the enthusiasm for which the American showman is famous. Besides, I feel it is to the benefit of all the industry to have four pictures of this quality on the market at the same time. I know that every exhibitor at our 'Look Forward' showings will go forward with complete new confidence in the strength of his product, his theatre, and his industry."

Warners' optimism is well warranted.



Among those on hand at the "Look Forward" screenings in St. Louis were, from left, Bob Johnson, Fanchon and Marco publicist; from the St. Louis Amusement Company, Matt Schultze, booker; Henry Regal, district manager; Dave Arthur, booking department; Edward Arthur, general manager; Al Paos, general manager, and George Weigand, accounting department, and L. J. Bona, branch manager, and William Budke, Fanchon and Marco.



Four members of the board of directors, Independent Theatre Owners of Utah and Southern Idaho, who attended the screenings at the Salt Lake City exchange were, from left, A. M. Jalley, Crest, Salt Lake City; J. A. Christensen, Arcade, Salt Lake City; S. L. Gillette, Taaele, Utah, and Ralph Trathem, Associated Amusement Company representative, Salt Lake City. The special Warners program was an excellent exhibitor relations medium.



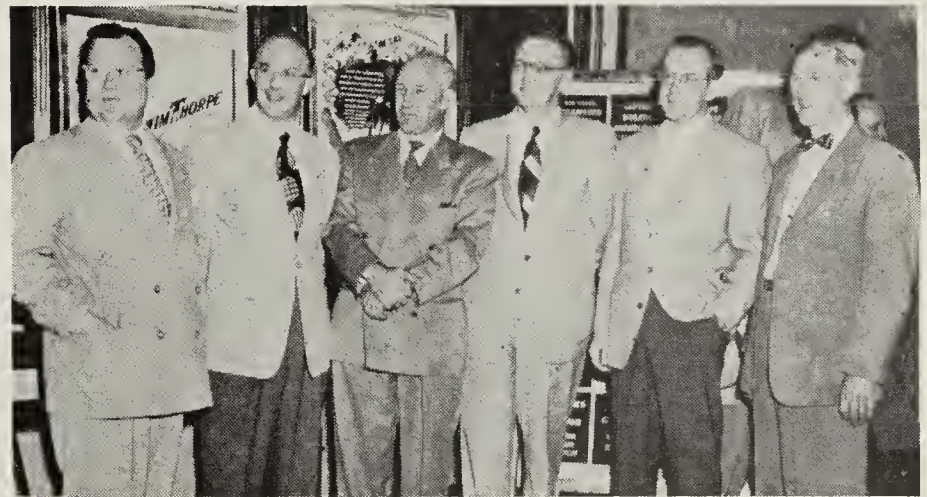
On hand in Denver for the special screenings were, from left, Bob Selig, assistant to the president, Fox Intermountain Theatres; E. A. Bell, Warners' branch manager; L. A. Starsmore, president, Westland Theatres; Frank Ricketson, booker, Fox Intermountain Theatres; Ray Dabis, district manager, Fox Intermountain Theatres, and Wilbur Williams, Flatiron, Boulder, Colo.



The "Look Forward, Go Forward" showings attracted about 2,500 theatre owners, managers, and bookers in every exchange city in the country, and among those at the screenings in Washington, D. C., were, from left, F. LaFalce, Warner Theatres publicist; F. Galman, K and R Theatres; Major Harper, army visitor, and Albert Sherman, Georgetown, Washington.



Among those who reviewed new Warner product at the Des Moines exchange were, front row, from left, Jae Archer, Warner office manager; Earl Kerr, Kerr Theatres, Iowa and Missouri; H. Rehfield, Iowa, Bloomfield, Ia.; Leon Mendelson, branch manager, and, second row; John LaDue, Calmar, Calmar, Ia.; Glen Robuck, Ideal, Des Moines; George Hart, Grand, Knoxville, Ia.; E. E. Closson, Lamoni, Ia., and A. J. Newmayer, Breda, Ia.



Visitors to the Kansas City exchange for the "Look Forward" program were, pictured from left, Leon Rabertson, city manager, Fox Midwest Amusement Corporation; Eddie Galden, Golden Baking Service; Jack Braunagle, general manager, Commonwealth Drive-In Theatres, Harold Lydon, manager, Paramount, Kansas City, Mo.; Eddie Erickson, head booker, Theatre Enterprises Circuit, and J. A. Becker, Associated Theatres.



Pictured at the screenings in Milwaukee are, from left, N. Marcus, branch manager; Paul Zimmerman, booker; William Ainsworth, Ainsworth Circuit; Jake Eskin, Eskin Theatres, and Robert Gross, manager, Smith Theatres' Bluemound Drive-In. The showings brought enthusiastic response from all.



Visiting the Minneapolis exchange screenings were, back row, from left, George Carisch, and Ralph Green, circuit operators; branch manager A. W. Anderson, and, front row, Fred Schnee, Litchfield, Minn.; Mrs. Brightbill, Cando, N. D., and Judge Charles Vondra, Mahanomen, Minn., all impressed.

Mel KonecOFF's NEW YORK

ALTHOUGH we are used to getting hurry calls, we didn't quite expect the one we received the other day, on July 19, to be exact, to hurry over to the Israel Zion Hospital, Brooklyn, to interview a newcomer, who shall be nameless, for the present at least. It wasn't that we hadn't expected this young lady to be around one of these days, but these things being what they are, the exact time couldn't be predicted in advance, so we just held ourselves in readiness.



KONECOFF

Arriving at the Israel Zion Hospital, we were quite charmed by the youngster, who weighed in at seven pounds, nine ounces, and although she didn't have a thing to say about theatre television, the foreign market, the unions in Hollywood, the prospect of better pictures, or the chances of Brooklyn losing that eight-game lead, we were quite impressed anyway.

Who wouldn't be? After all, you don't become the father of a baby girl every day in the week do you?

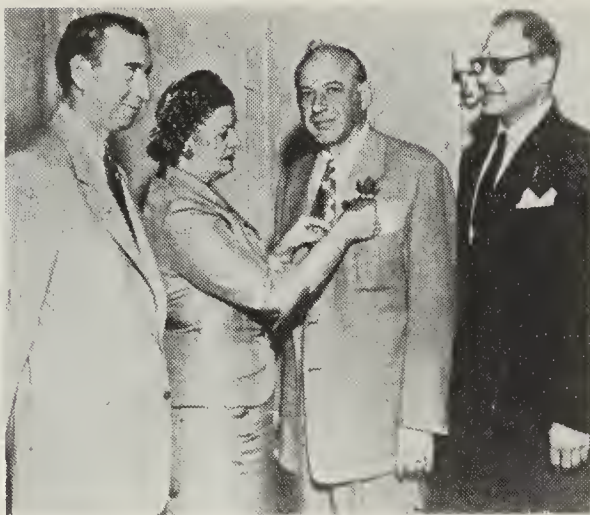
PIX THAT CLIX: We saw three fine films last week that will do much to boost not only prestige but business. Don't miss "A Place In The Sun", Paramount; "Bright Victory", U-I, and "The Well", UA, if only for your own satisfaction and visual enjoyment. Each will leave their mark, and will be remembered for some time.

COMMUNITY SERVICE AND THE INDUSTRY: The industry once again has shown how aware it is of joining in community projects, this time in the way that Skouras Theatres volunteered to help in recruiting volunteers for civil defense. It turned over its Broadway showcase, the Rivoli, shuttered for the summer, to civilian defense officials to hold daily events, and to sign volunteers.

Mayor Vincent Impellitteri was on hand for the opening ceremonies as were representatives of the army, navy, coast guard, and air force, and some state and city officials, etc. James Sauter represented the entertainment industry along with such performers as June Havoc, Russell Nye, Dick Brown, Buster Crabbe, Dorothy Sarnoff, etc. Impellitteri paid tribute to the industry for its assistance.

Spyros Skouras, Jr., executive vice-president, Skouras Theatres, said that he was proud on behalf of the theatre company to make the theatre available for this purpose, and he said that the company is again affirming its belief that the theatre is a community center and should serve the people not only in entertainment but also for their benefit and well-being. Monty Salmon, managing director of the house, coordinated the proceedings.

THE METROPOLITAN SCENE: Bob Schwartz was named purchasing agent of



U-I's west coast branch offices are observing "Barney Rose Month" during July in honor of the company's district manager, and commemorating the occasion and the sales drive, a special rose was named the "Barney Rose Rose." Mrs. J. J. Parker, circuit head, Portland, is shown pinning one of the flowers on Rose as Foster Blake, U-I western sales manager, left, and Arthur Greenfield, new U-I branch manager, Portland, look on.

Colosseum In Chicago Meeting

CHICAGO—The Colosseum of Motion Picture Salesmen held a joint meeting of the executive board and the bargaining committee last weekend at which time strategy was developed to carry on the Colosseum's program, David Beznor, general counsel, revealed.

Plans for the annual convention were discussed, and the executive board voted to advance the convention date. The meeting was also attended by William Warner, A. Mendenhall, N. Provencher, David Chapman, Tom McKean, T. P. Tidwekk, Floyd R. Klingensmith, W. G. Bugie, Ross Williams, Harold Zeltner, Wm. Wink, George H. Ware, Edgar E. Shinn, Reville Kniffin, Harry Blatt, Paul Fine, and Grady James.

Milwaukee Damages Reduced

CHICAGO—The Seventh Circuit Federal Court of Appeals last fortnight reduced treble damages by the Towne, Milwaukee, in the District Court against the film companies and Fox Theatres. Damages to the amount of \$941,574.30 were awarded to the Towne, and the court allowed attorney fees of \$75,000 instead of \$250,000 awarded by the lower court.

The film companies have 15 days to ask for a rehearing and 90 days for a writ to carry the case to the State Supreme Court.

Balaban Leaving Roxy

NEW YORK—It was learned last week that A. J. Balaban, executive director, Roxy, was leaving the end of the year to carry out plans to produce a live TV show, "Cavalcade Of The Motion Picture Theatre." Balaban has been with the Roxy for nine years.

United Artists, and will be in charge of all buying for the home office and exchanges. A good man. . . . Disney advanced the opening of "Alice In Wonderland" to July 28 at the Criterion. . . . The recorded sound track of "Tales Of Hoffmann" were featured on WQXR. . . . That was a pretty good brochure that U-I put out on "Bright Victory." Its 12 pages, full of interesting material. . . . 20th Century-Fox has a good pressbook out on "No Highway In The Sky."

"Show Boat" Best Along Sluggish B'way

NEW YORK—Led by Radio City Music Hall and the Roxy, business in the Broadway first-runs was pretty much in the mid-summer doldrums last week. "Show Boat," at Radio City Music Hall, was the top leader, with a strong opening. According to usually reliable reports reaching EXHIBITOR, the breakdown was as follows:

"STRANGERS ON A TRAIN" (WB). Warner claimed a \$20,000 third week.

"PEKING EXPRESS" (Para.). Paramount, with stage show, expected the opening week to tally \$57,000.

"TAKE CARE OF MY LITTLE GIRL" (20th-Fox). Roxy, with stage show, opened to \$69,000 for Wednesday through Sunday, with the first week heading toward \$85,000.

"THE PROWLER" (UA). Criterion did \$11,000 on the fourth week.

"SHOWBOAT" (MGM). Radio City Music Hall, with stage show, opened to \$100,000 from Thursday through Sunday, with the first week sure to top \$165,000.

"ACE IN THE HOLE" (Para.). Globe estimated the third week at \$10,000.

"NEW MEXICO" (UA). Victoria anticipated \$11,000 for the second week.

"HARD, FAST AND BEAUTIFUL" (RKO). Astor was down to \$7,000 for the fourth, and last, week.

"THE PRINCE WHO WAS A THIEF" (U-I). Loew's State claimed the third, and last, week as \$9,000.

"STRICTLY DISHONORABLE" (MGM). Capitol, with stage show, expected the second, and last, week to tally \$36,000.

Dividend Payments Down

WASHINGTON—The Commerce Department released figures last week showing that dividends paid by film companies in 1950 had hit a five-year low. The total announced by the Department was \$36,941,000, far below the 1949 figure of \$45,684,000. Commerce Department figures for other years are: 1945, \$23,665,000; 1946, \$46,714,000; 1947, \$54,641,000, and 1948, \$54,205,000.

Officials usually figure that cash dividends account for slightly more than 65 per cent of all film industry dividends. Payments reported for April and May show that the trend is still downward.

NPA Reveals Decisions

WASHINGTON—The NPA last week approved five "hardship appeals" on theatre construction, and turned down one, a new drive-in at Henderson, Tex., proposed by East Texas Theatres, Inc. Two approvals apply to drive-ins in Arco, Idaho, and Palm Beach, Fla., and another is for proposed alterations to the Astor, New York City.

Jerome Lewis Mourned

NEW YORK—Funeral services for New Haven Republic branch manager Jerome Lewis, who died in Scarsdale, N. Y., were held last week at the Riverside Chapel. Lewis had been with the company for 14 years, initially as salesman in the Philadelphia office and, for the past eight years, as New Haven branch manager.

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Bracht, Ohio • Crittenden, Ohio • Sherman, Ohio • Williams town, Ohio • Masan, Ohio • Carinth, Ohio • Georgetown, Ohio • Greendale, Ohio • Lex ington, Ky. • Fort Spring, Ky. • Versailles, Ky. • Frankfort, Ky. • Bridgeport, Ky. • Peytonia, Ky. • Clay City, Ky. • Simpsonville, Ky. • Eastwood, Ky. • Middle town, Ky. • Louisville, Ky. • Jef fersonville, Ind. • Claysburg,

Ind. • Cementville, Ind. • Speed, Ind. • Memphis, Ind. • Henry ville, Ind. • Underwood, Ind. • Scottsburg, Ind. • Austin, Ind. • Crothersville, Ind. • Uniantawn, Ind. • Reddington, Ind. • Cal umber, Ind. • Edinburg, Ind. • Amity, Ind. • Franklin, Ind. • Whiteland, Ind. • Greenwood, Ind. • Indianapolis, Ind. • Law rence, Ind. • Oaklandon, Ind. • McCordsville, Ind. • Fortville,

Ind. • Ingalls, Ind. • Huntsville, Ind. • Anderson, Ind. • Daleville, Ind. • Muncie, Ind. • Royerton, Ind. • Hartford City, Ind. • Markie, Ind. • Zanesville, Ind. • Wyane dale, Ind. • Fort Wayne, Ind. • Columbia City, Ind. • Larwill, Ind. • Pierceton, Ind. • Warsaw, Ind. • Atwood, Ind. • Etna Greet, Ind. • Baurbon, Ind. • Inwood, Ind. • Plymouth, Ind. • Donaldson, Ind. • Grovertown,

Ind. • Hamlet, Ind. • Wanatah, Ind. • Deep River, Ind. • Dyer, Ind. • Mat on, Ind. • Frankfart, Ill. • Orle • Justice, Ill. • La C • Orchard Place, Ill. • Fox Lake, Ill. • Genoa City, Wisc. • El • La Grange, Wisc.



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 • Council Bluffs, Iowa • Omaha,
 Nebr. • Lincoln, Nebr. • St.
 Joseph, Mo. • Kansas City, Mo.
 • Lawrence, Kan. • Topeka, Kan.
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 • McPherson, Kan. • Hutchinsan,
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 Wisc. • Middleton,
 Wisc. • Springfield Corners,
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 • Onoda, Wisc. • Camp
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 Wisc. • Black River
 Wisc. • Merrillan, Wisc.

• Humbird, Wisc. • Fairchild,
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 Creek, Wisc. • Concord, Wisc.

• Delafield, Wisc. • Wauwatasa,
 Wisc. • Milwaukee, Wisc. •
 Francis, Wisc. • S. Milwaukee,
 Wisc. • Carrollville, Wisc. • North
 Racine, Wisc. • Racine, Wisc. •
 Kenosha, Wisc. • Turedells,
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 Onarga, Ill. • Gibsan City, Ill.
 • Belle Flower, Ill. • Farmers
 City, Ill. • Clinton, Ill. • Decau-
 ter, Ill. • Macon, Ill. • Assump-

This Was The Week When . . .

Paramount set the world bow of "Here Comes The Groom" at the Hunter and Rainbo, Elko, Nev., with all funds to be turned over to the Elko County Hospital Building Fund in connection with its \$1,000,000 campaign for new building and equipment. . . . Plans were going forward for the trade show exhibits in connection with the TOA convention at the Astor Hotel, New York City, from Sept. 23-27. . . . RKO set the world premiere of "Behave Yourself" at the Missouri, Kansas City. . . . 20th-Fox readied a tieup with Whitman's Chocolates on "No Highway In The Sky". . . . Division managers of 20th-Fox left for their territories following two days of meetings at the home office, New York City.

RKO indicated that about 250 theatres would play "Alice In Wonderland" in August. . . . U-I decided to hold the world bow of "Iron Man" at the Harris, Pittsburgh, on Aug. 17.

U-I revealed that "Bright Victory" would get pre-releases at the Victoria, New York; Playhouse, Washington, D. C.; United Artists, San Francisco, and the Woods, Chicago. . . . Warners received a special Merit Award Medal for "Captain Horatio Hornblower" from Parents magazine. . . . U-I held the world premiere of "Cattle Drive" at the Paramount, Webber, and Aladdin, Denver.

U-I set the world premiere of "Little Egypt" for Aug. 3 at the Chicago, Chicago, with Nancy Guild, Rhonda Fleming, and Charles Drake making personal appearances. . . . A bulletin from Paine, Webber, Jackson, and Curtis, financial house, was optimistic over the future of the business, saying that the fundamentals point to an improving boxoffice trend in coming months.

Paramount revealed details of a tieup for "Rhubarb" involving the Puss-In-Boots Cat Food. . . . Lux Film indicated that it would handle nine new features, two in English and seven in Italian with English titles.

"Caruso" Sets NY Record

NEW YORK—The 10-week run of "The Great Caruso" at Radio City Music Hall set the theatre's all-time grossing high as the engagement ended last week with receipts totaling close to \$1,400,000. The film's run came within a week of equalling the record 11-week run of "Random Harvest." Previcus top grosser at the Music Hall was "The Bells Of St. Mary," whose nine-week run brought \$1,200,000.

Lippert Drops TV Plans

HOLLYWOOD—Plans for a series of films to be made for both television and theatrical use by independent producer Robert L. Lippert in association with Hal Roach, Jr., were cancelled last week, following demands by the Screen Actors Guild, the Screen Writers Guild, and the American Federation of Musicians for extra compensation for pictures shown on television.

Texas Showmen Name Committees

DALLAS—The Committee of Texas COMPO Showmen opened its local office last fortnight at 2008-A Jackson Street, with Charles E. Carden, executive director, in charge, with Ann Gribble as his secretary. Ray Beall, Ray Beall Advertising, has been engaged as advertising and publicity expert.

An industry veteran, Carden started as a stage hand musician in 1926. Following three years in the Air Force in World War II, he became assistant city manager under Frank Weatherford in Fort Worth, Tex., supervising the operation of Interstate's eight neighborhood houses. Interstate is loaning his services.

The Committee of Texas COMPO Showmen has a group of committees. The executive committee, Colonel H. A. Cole and R. J. O'Donnell, co-chairmen, consists of John S. Allen, Loew's; Charles E. Darden, C. E. Darden and Company; C. C. Ezell, Ezell and Associates; H. J. Griffith, Theatre Enterprises, Inc.; Harvey D. Hill, Local 349; Bruno Herber, Herber Brothers; Phil R. Isley, Isley Theatres; Edward H. Rowley, Rowley United Theatres; Paul Short, National Screen Service; Louise Wright, Film Employees Local B-53; Stormy Meadows, Blevins Popcorn Company; C. D. Leon, Leon Theatres; Sam B. Berry, National Theatre Supply; Bob Euler, Tri-State Theatres; Julius M. Gordon, Jefferson Amusement Company; Fred R. Hansen, National Theatre Supply; Oakley Hill, Southwestern Theatre Equipment; John J. Houlihan, Republic; Walter Penn, salesman; Harry Reeves, Texas Theatre Owners, and Charles Weisenburg, Weisenburg Theatres. The finance committee consists of Don C. Douglas, chairman; R. I. Payne, and John H. Rowley. The publicity committee has Short, chairman; Bob Euler, Eddie Forester, Bob Kelley, Jack Jackson, and Frank O. Starz. Alfred Delcambre is expeditor.

The distribution committee consists of John J. Houlihan, Republic, chairman; O. K. Bourgeois and John Jenkins, Astor; Jack Zern, Altec; T. E. Laird, Associated; Jack Underwood and Mon Witcher, Columbia; Herman Biersdorf, Lippert; John Allen, Leroy Bickel, and Louis Weber, MGM; James Prichard and Bill Finch, Monogram; W. A. Steadman, National Screen Service; Dude Clark and Haywood Simmons, Paramount; Ben Cammack and

Loew's Sets Plans At Chicago Meeting

CHICAGO—Plans for the season starting in September were formulated at a conference of east and west executives of Loew's and MGM last week.

An outline of the films and casting was discussed, and international and domestic markets were analyzed. Distribution plans for "Quo Vadis" occupied an important part of the meeting.

Nicholas M. Schenck, president, Loew's and MGM, announced that Dore Schary will be in charge of production and studio operations, acting as chairman of an executive board consisting of E. J. Mannix, general manager, Benjamin Thau, and Louis K. Sidney. In addition to the above, those present from the east were Arthur M. Loew, J. Robert Rubin, Charles C. Moskowitz, William F. Rodgers, Joseph R. Vogel, and Howard Dietz, and, from the west, J. J. Cohn, Lawrence Weingarten, and Howard Strickling.

Although the four-man executive committee was established, this will not in any way affect the executive board which will continue to function as it has in the past, Schary announced.

CMP-YC Form In Use

WASHINGTON—The National Production Authority announced last fortnight that henceforth theatre owners and others planning to submit applications for government approval of construction projects must do so on a new form. Previously such applications have been made on a form known as NAPF-24, but now must be made on a form known as CMP-4C. All new applications must be filed on the new form. Applications now pending and not yet acted on must be resubmitted on the new form.

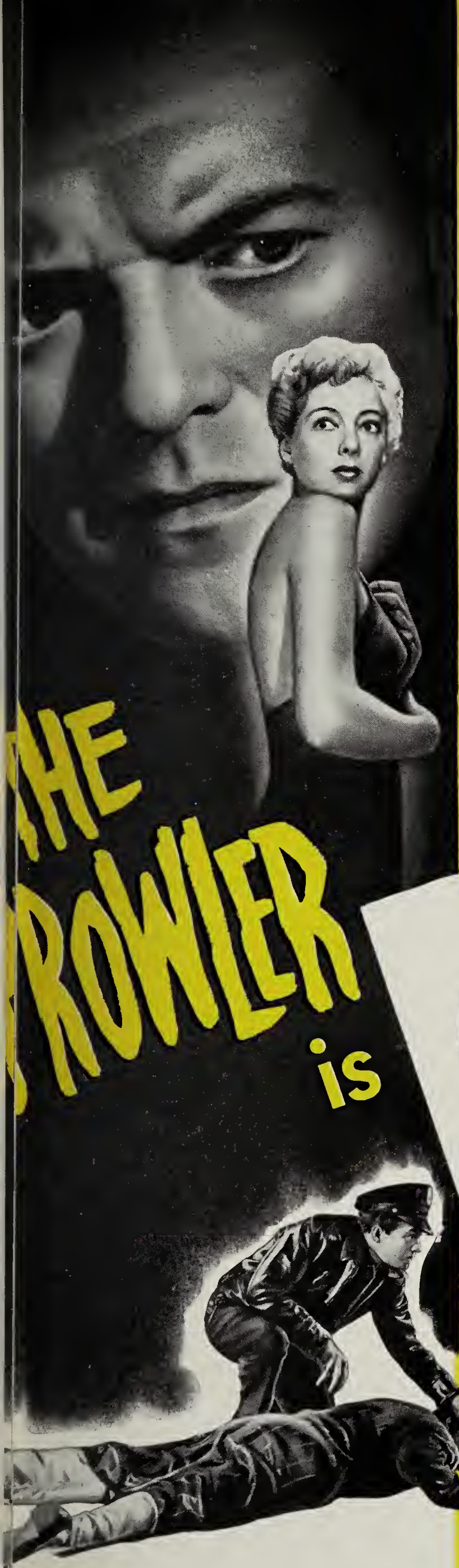
Rodgers Speaks To Press

NEW YORK—W. F. Rodgers, vice-president and general sales manager, Metro-Goldwyn-Mayer, will be the guest of honor at the first luncheon of the Film Press Writers of America on July 30 at Trader Tom's Restaurant.

Sol Sachs, RKO; Harold Schwarz and Truman Henrix, Tower; Mark Sheridan, 20th Century-Fox; Hi Martin and Bud Wilkinson, U-I; Claude York, UA, and Doak Roberts and Ed Williamson, Warners.



Assembled at the recent division managers meeting at the 20th-Fox home office, New York City, were, clockwise, from left foreground, Lem Jones, Peter Myers, Martin Moskowitz, Ed Callahan, Arthur Silverstone, W. C. Gehring, Al Lichtman, Charles Einfeld, Edwin Aaron, Harry Balance, Paul Wilson, Herman Wobber, Buck Stoner, and Ray Moon. Plans for new company product had the main place on agenda.



THE PROWLER is

HORIZON PICTURES presents

VAN HEFLIN · EVELYN KEYES
in **"THE PROWLER"**

Production with JOHN MAXWELL · KATHERINE WARREN · EMERSON TREACY
by HUGO BUTLER · From an original story by ROBERT THOEREN and HANS WILHELM
Produced by S. P. EAGLE · Directed by JOSEPH LOSEY

\$In

NEW YORK CITY

Criterion Theatre—where it opened to smash business and continues the pace in its 3rd Great Week!

\$In

SAN FRANCISCO

Paramount Theatre—where exceptional business — the best in years—marked this red-hot engagement!

\$In

CHICAGO

United Artists Theatre — where a sensational opening was followed by magnificent returns—a sock by any standards!

\$In

DETROIT

Fox Theatre—where the boxoffice turnstile has been making that beautiful music. A truly great playdate!

\$In

BOSTON

Metropolitan Theatre — where the best opening in years was followed by solid sock business!

\$In

LOS ANGELES

The Universal Unit—where eye-popping returns were the order of the day, and the weeks!

\$In

theatres everywhere

—where day in and day out, grosses are from very good to sensational — and you can ask the man who plays it and the man who releases it thru

UA

\$In
...It's the BIG DOLLAR picture!

Warners To Sell 100,000 Shares

NEW YORK—It was announced last week that Harry M., Albert, and Jack L. Warner and some members of their families will tender a total of 100,000 shares of stock to Warner Brothers Pictures, Inc., following the appropriation of \$15,000,000 for the purchase for cancellation and retirement of outstanding common stock of the corporation by inviting sealed tenders of such stock at prices not exceeding \$15 per share. Tenders must be received by the Guaranty Trust Company of New York, agent for the Corporation, before 3 p. m., Aug. 16, and will be opened after that time. All tenders at a lower price will be accepted before any tenders are accepted at a higher price. No tenders at a price in excess of \$15 per share will be accepted. All tenders are irrevocable.

In February, 1951, the corporation cancelled and retired 523,000 shares of stock, acquired prior to Jan. 11. Since that date, through further purchases in the open market, the corporation has acquired 136,300 shares of its common stock now held in the treasury. No stock has been purchased since July 3.

Since Jan. 11, the date of the proxy statement sent to stockholders in connection with the annual meeting, 23 theatres, the local 54th Street building, the parcel of 30 acres of land adjoining the studio in Burbank, Cal., and five other properties have been sold or contracted for sale for an aggregate price of approximately \$5,550,000, which sales will result in a profit of approximately \$2,150,000. The consent judgment agreed upon with the Department of Justice requires the divestiture of 54 theatres, and additional theatres, not exceeding 27 in number, may be required to be divested upon the happening of certain contingencies. The sales include 10 theatres subject to such divestiture provisions.

Coast Unions Ask More

HOLLYWOOD—Higher costs of production loomed last week as the local AFL Film Council approved demands by studio craft unions for a wage increase of 18 per cent and establishment of a pension fund equivalent to 10 per cent of annual payroll costs. It is estimated that the last demand would cost an additional \$5,000,000-\$6,000,000 a year.

These and other improvements in working conditions will be placed before the labor negotiating committee of the Association of Motion Picture Producers as the basis for drawing up a new contract.

The salary demands are said to be based on the rise in the cost of living since January, 1947. This section contains a clause which provides for the reopening of wage schedules in the event that the cost of living index shows a further rise of five per cent between the signing of the new contract and the end of October.

Negotiators for the International Alliance of Theatrical Stage Employees will suggest to the producers at least three ways to provide for and to maintain a pension fund: By drawing on revenues received from reissue to theatres of old pictures; by setting aside a portion of profits derived through the sale of films to television, and by a straight policy of payroll assessment.

Nadel's Constructive Comments Praised By Trade

NEW YORK—Industryites last fortnight pointed to a recent analysis of the industry written by Norman Nadel, film critic, *The Columbus, O., Citizen*, and praised it for its constructive attitude.

Heading the article, "The Great Weep", or, "How Tears Diluted Film Business", Nadel suggests that the business lost the public's confidence and trust because "the customers became wary of a business run by weepers, a business that apparently was dying, to listen to the men in it. So the rumors started, that TV would replace movies, and that movies, in that they were attracting fewer customers, weren't any good any more, when actually, like the motto says, they are better now than at any period in their history. So people stayed away. They even took pride in staying away. Now there are optimistic notes, but it is hard to convince the public that the film industry is a healthy one with a long, secure future. There's been too much weeping. Fortunately, most of the film exhibitors and studio executives have stopped weeping . . . They found their own weeping and hollering had hurt business as much as anything. Today, as a result, they must convince the public that movies are solid and permanent."

Tradesters were quick to laud Nadel for his observations.

In recent weeks, a similar tendency on the part of other critics has been noted.

Flood Area Houses Surveying Damage

KANSAS CITY—Theatres began a slow return to normal operations last week as flood waters subsided, and emergency crews worked to clean up rubble in the wake of the most disastrous flood ever to strike the Kansas-Missouri area.

Flood waters caused damage to about 40 houses in the area, and knocked out about a quarter of this city's theatres. Theatres in operation were not permitted to use air-conditioning systems, drink machines, or drinking fountains.

Only three theatres and one drive-in in both Kansas Cities were inundated, the Osage, Park, and Kansas, and the Riverside Drive-In. The Osage was flooded to the roof. Commonwealth Circuit drive-in manager Jack Brunagel had to swim to safety after helping to salvage equipment from the Riverside.

In larger communities, at least 12 theatres were under water, with twice that many or more flooded in small towns. In Manhattan, Kans., flooding of the Wareham, Carleton, and State came after three weeks of sporadic flooding of the city, and six feet of water was reported in all three theatres.

Theatres were not permitted to open in Kansas City until 5 p. m. daily, and hours of exchanges were 8 a. m.-3 p. m.

Howard Burkhardt, MPA of Greater Kansas City, public relations representative, worked on the regulations for the industry with the emergency flood staff, and received cooperation from all houses.

Business Drive Tops Coast Meeting

BEVERLY HILLS, CAL.—The industry's boxoffice drive in the fall, now in preparation by COMPO, was expected to dominate discussions at the COMPO round table conference between exhibitors and producers in Beverly Hills this week.

Speakers chosen by National Allied were President Trueman T. Rembusch, Ben Berger, North Central Allied; Ben Marcus, Wisconsin Allied; Colonel H. A. Cole, Allied Theatres of Texas, and John Wolfberg, Allied of Colorado.

Speakers representing Pacific Coast Conference of Independent Theatre Owners were President "Rotus" Harvey, San Francisco; William Graeper, Portland, and Sam L. Gillette, Salt Lake City.

Representatives of TOA are President Sam Pinanski, Boston; Tom Edwards, St. Louis; Sidney Meyer, Miami, Fla.; Silas F. Fabian, New York; Pat McGee, Denver, and George Skouras, New York.

Robert J. O'Donnell represents Variety Clubs International and Fred and Saul Schwartz represent Metropolitan Motion Picture Theatres Association.

Jack W. Alicote, representative, Trade Press Publishers, COMPO executive board, designated W. R. Wilkinson and Joe Schoenfeld as the publishers' representatives at the discussions.

The round table discussions, in the Beverly Hills Hotel, was opened with a keynote speech by Ned E. Depinet, COMPO president, general chairman. The chairmanship of individual sessions were to be rotated among leaders of the participating organizations, with representatives of the studios acting as co-chairman of each session.

The round table opened with an all-day closed session for visiting exhibitors.

The final session will be an open forum.

TV Film 28 Per Cent

WASHINGTON—The National Association of Radio and Television Broadcasters last week announced that motion picture film comprises 28 per cent of the programming of 24 TV stations not connected with networks by coaxial cable.

In an NARTB survey of 81 stations, it was revealed that of the 55 stations connected with the coaxial cable, film is used for 18 per cent of the programs. In the network-affiliated group, half of the programs come from the networks, 12 per cent of which is Kinescope. In the unaffiliated group, film accounts for 46 per cent of the programming.

TESMA Candidates Revealed

HOLLYWOOD—W. C. DeVry, head, DeVry Corporation, and J. R. Hoff, sales manager, Ballantyne Company, are candidates for president of the Theatre Equipment and Supply Manufacturers' Association, it was revealed last week by Roy Boomer, secretary-treasurer. Candidates for vice-president are L. E. Jones, sales manager, Neumade Products; Fred C. Matthews, vice-president, Motiograph, and M. H. Stevens, manager, Bausch and Lomb.

New officers and a board of directors will be installed during the annual convention to be held on Oct. 11-13 at the Ambassador Hotel, Los Angeles.



Invitation to Imagination...

Consider the world we live in... Consider the way we live... Consider today's new ideas in motion-picture equipment and materials...

What a tremendous invitation to imagination all this is! No wonder pictures of increasing insight and originality—pictures richer than ever in the use of advanced technics—are now available.

Integral with this progress is the Eastman Kodak Company. Through the Eastman Technical Service for Motion Picture Film, it aids studios and laboratories in the selection and exposure of film, black-and-white and color; helps set up control systems, establish standards of quality and economy, "trouble-shoot" when the need arises; co-operates with exchanges and exhibitors, making sure that each foot of film produces optimum results, gives best possible showing.

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Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

THEATRE TV

(EXHIBITOR continues a new feature, devoted to developments, observations, and other items of interest in connection with the expansion of TV in theatres. It will attempt to highlight anything which may be of value to those installing theatre TV or trying to determine future policy on the matter.—Ed.)

20th-Fox revealed last week that it has acquired the right to use the Columbia Broadcasting System's color television process in its recently-acquired Eidophor large-screen theatre television system. The company hopes to demonstrate the Eidophor-CBS system in the fall.

The film company acquired an interest in the Eidophor system in February. The process was developed by the Swiss Federal Institute of Technology.

Adrian Murphy, president of CBS laboratories division, said that engineers of Fox and CBS would work together toward the projected installation of the system in theatres.

In addition to President Spyros Skouras, the executives involved in the completion of arrangements included W. C. Michel and Earl E. Sponable, executive vice-president and director of research, 20th-Fox; Murphy, William S. Paley, Frank Stanton, and Dr. Peter Goldmark, chairman of the board, president, and vice-president, CBS laboratories division, respectively.

The Roxy, New York City, announced last week that the first public showing of 20th-Fox's Eidophor theatre TV system utilizing the CBS color system has been tentatively set for Oct. 1. The system, in which CBS's interest is restricted to the licensing of its color process, will eventually go into all 500 National Theatres. It will also be made available to other theatres. Programming planned will be all-live and all-closed circuit, with no films used. CBS will not produce program material for the project. In addition to sports classics, news events, etc., plans call for color-casting of Broadway plays.

Theatre television equipment has been ordered for 16 theatres in Illinois and Indiana, as follows: Illinois—Alton, Grand; Aurora, Paramount; Chicago, Harding, Marbro, Southtown, Tivoli, Uptown, and three Essaness houses; East St. Louis, Majestic; Elgin, Crocker; Kankakee, Paramount, and Waukegan, Genessee, and in Indiana—Gary, State, and Hammond, Paramount.

"Alice" Show In Albany

ALBANY—A merchandise show of hundreds of items among the more than 2,000 products licensed to use Walt Disney characters will be held for retailers, jobbers, and manufacturers at the Ten Eyck Hotel from Aug. 5-8, in connection with the opening of "Alice In Wonderland," Palace.

Jersey Allied Sets July 31 Vote

NEW YORK—Allied Theatre Owners of New Jersey will conduct its annual election of officers on July 31 at the Berkley-Carteret Hotel, Asbury Park, N. J., it was announced by President Wilbur Snaper last week.

More Skouras Pioneering

It was to be expected that Spyros P. Skouras would be responsible for the move whereby the CBS color television system would be used with 20th Century-Fox's Eidophor large screen theatre television system, thereby bringing to theatre screens their first use of color TV. The 20th-Fox head has been a pioneer in advocating the adoption by theatremen of Theatre TV as a method of keeping their audiences and boosting their business.

President Skouras believes that the future will see thousands of houses showing important events, and that theatres will be able to show their patrons the finest in stage, opera, ballet, and symphony orchestra offerings, in addition to top sporting and civic activities.

And this isn't a question of waiting for years. Eidophor-CBS theatre color television is expected to be demonstrated in the early fall.

The 20th-Fox president is interested only in the CBS color for theatres. By announcing the marriage of the Eidophor system and the CBS color method, he is giving potent notice of how his company will continue to pursue its course in the theatre TV field. He is to be congratulated on this continuation of his pioneering progress.

J. E.

Allied Urges Aid For Drive Plans

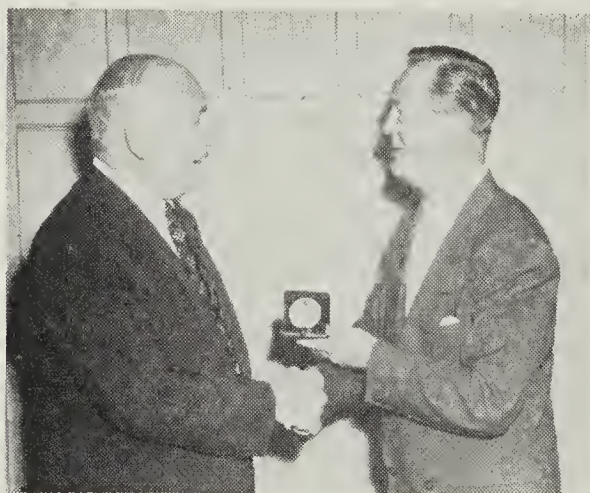
WASHINGTON—Allied States Association last week urged that local institutional campaigns now under way within the business be integrated into the COMPO plan for the Motion Picture Jubilee in the fall season.

It also asked local Allied units to participate in such plans in every area.

The bulletin pointed to the forthcoming Allied convention in New York from Oct. 30-Nov. 1, and said that Allied leaders are planning to make it the "greatest constructive meeting the motion picture industry has ever held."

It was also pointed out that the Internal Revenue Bureau had ruled that a theatre need not collect an admission tax on free admissions to children under 12 when accompanied by parents.

Members were urged to cooperate in the current scrap drive.



In New York City, Major Albert Warner, left, receives the special award medal recently given Warners' "Captain Horatio Hornblower" by Parents magazine from E. Philip Willcox, public relations director, Parents Magazine Institute.

PEOPLE

NEW YORK—Robert Schwartz was last week named purchasing agent of United Artists. Schwartz will be in charge of all purchasing for the UA home office and branches.

HOLLYWOOD—Steve Broidy, president, Monogram-Allied Artists, announced last week the appointment of Walter Mirisch to the post of executive producer for the two companies.

NEW YORK—Charles W. Seager was appointed eastern manager of Ansco's professional motion picture sales department last fortnight.

Prints Moving To Argentina

NEW YORK—Distributors last week began flying prints to Buenos Aires, just hours after the first U.S. film export permits to Argentina in two years were granted. The 400 licenses, issued to 11 distributors, were issued under an agreement negotiated almost a year ago by MPAA President Eric Johnston and Finance Minister Cereijo. Included in the agreement is a limitation of dollar remittances of U.S. film earnings, provisions for raw stock for Argentine producers, and an outline of operations of U.S. companies in Argentina.

Companies operating in Argentina are RKO, MGM, Paramount, 20th-Fox, Columbia, U-I, Republic, Monogram, Warners, UA, and Selznick International.

SMPTE Leaves FCC Hearings

NEW YORK—Explaining that its mission in the present preliminary stage of theatre television development has been accomplished, and that it is primarily concerned with technical aspects, and not with commercial or industrial matters as such, the board of governors of the Society of Motion Picture and Television Engineers announced last week that it has decided not to participate in the forthcoming Federal Communications Commission hearings on channel allocations for theatre TV.

Harvey Again Heads PCCITO

DELMAR, CAL.—Pacific Coast Conference of Independent Theatre Owners last week reelected Rotus Harvey as president. Other officers returned to office were executive secretary Hannah K. Oppie and treasurer Ben Levin.

U Declares On Preferred

NEW YORK—The board of directors of Universal Pictures Company, Inc., last week declared a quarterly dividend of \$1.0625 per share on the 4¼ per cent cumulative preferred stock.

Rep. TV Sales Restrained

HOLLYWOOD—Federal Judge Pierson Hall, Los Angeles, last week issued a temporary injunction against Republic restraining the company from selling any Roy Rogers' pictures to television.

RKO Reports Dropping CRI

NEW YORK—It was reported last week that RKO is contemplating dropping Confidential Reports, Inc., when its contract with the checking company expires.

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Flying Leathernecks"—Should ride into the better money.

20TH-FOX

"No Highway In The Sky"—Engrossing melodrama.

NSS, 20th-Fox In Test

NEW YORK—An experimental showmanship test involving a large series of novelty accessories has been placed in work by 20th Century-Fox in conjunction with National Screen Service, it was announced last week.

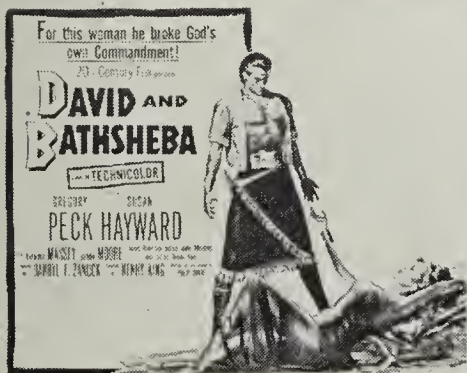
The plan includes a group of quality novelty accessories being offered at below manufacturer's cost. Kick-off item is a special "Belvedere Bell" hanger being utilized throughout the south in connection with the mass saturation run of "Mr. Belvedere Rings The Bell."

For "David And Bathsheba", a special array of six 20 x 60 door panels are being offered to the exhibitor for increased lobby promotion. Also on "David And Bathsheba" is a striking roto herald and special cut-out counter card with easel for in-store tieups.

On "Meet Me After The Show", a two-color teaser herald has been prepared. On "People Will Talk", a novelty door-knob hanger will be prepared in large quantity.

Phillips, Nizer In France

NEW YORK—Phillips, Nizer, Benjamin and Krim, well-known industry attorneys, last fortnight announced the opening of their Paris, France, law offices at 21 Avenue Georges V.



Here are two of the novelty accessories currently being put to work by 20th-Fox in conjunction with National Screen Service in an experimental showmanship test of a plan to step up merchandising. At top is a "Belvedere bell" cutout hanger made for doorbells, used in the south in connection with mass saturation bookings of "Mr. Belvedere Rings The Bell," while below is a counter card with easel for in-store displays in connection with "David and Bathsheba."

THE TIP-OFF ON BUSINESS

(The Tip-Off on business is a record of how pictures are doing in their playdates in various parts of the country. The rating given the pictures (see key) are a cross section of reports received from the field, and present an analysis of various types of runs. The rating given does not constitute the business of each individual engagement but an honest attempt is made to present a general average. By studying the ratings, which may be changed in accordance with newer information, exhibitors will be able to determine how to guide themselves in buying and booking.—Ed.)

KEY TO "THE LITTLE MEN" RATINGS: (JULY 25 1951)

Swell, topnotch, record-breaking or close to it in all types of houses.

Good, although not breaking the walls down, but solid returns.

Just fair, nothing out of the ordinary, returns about average.

Disappointing, way below the average expected, decidedly off.

The Week's Newcomers

COMIN' ROUND THE MOUNTAIN (77m.) (U-I)	
LITTLE BIG HORN (85m.) (Lippert)	
PASSAGE WEST (80m.) (Paramount)	
TERESA (105m.) (MGM)	
THAT'S MY BOY (98m.) (Paramount)	
THE GUY WHO CAME BACK (91m.) (20th-Fox)	

Continuing

ACE IN THE HOLE (112m.) (Paramount)	
APACHE DRUMS (75m.) (U-I)	
APPOINTMENT WITH DANGER (90m.) (Paramount)	
AS YOUNG AS YOU FEEL (77m.) (20th-Fox)	
BEST OF THE BAD MEN (84m.) (RKO)	
BULLFIGHTER AND THE LADY (89m.) (Republic)	
DOUBLE CROSSBONES (75½m.) (U-I)	
EXCUSE MY DUST (82m.) (MGM)	
FORT WORTH (80m.) (WB)	
HARD, FAST, AND BEAUTIFUL (76m.) (RKO)	
HE RAN ALL THE WAY (77m.) (UA)	

I WAS AN AMERICAN SPY (86m.) (Monogram)	
INSIDE THE WALLS OF FOLSOM PRISON (87m.) (WB)	
KATIE DID IT (81m.) (U-International)	
KON-TIKI (73m.) (RKO)	
LORNA DOONE (84m.) (Columbia)	
NEW MEXICO (78m.) (UA)	
NIGHT INTO MORNING (86m.) (MGM)	
SHOW BOAT (107m.) (MGM)	
SIROCCO (98m.) (Columbia)	
STRANGERS ON A TRAIN (101m.) (WB)	
STRICTLY DISHONORABLE (84m.) (MGM)	
TAKE CARE OF MY LITTLE GIRL (93m.) (20th-Fox)	
THE FIRST LEGION (86m.) (UA)	
THE FROGMEN (96m.) (20th-Fox)	
THE GREAT CARUSO (109m.) (MGM)	
THE HOUSE ON TELEGRAPH HILL (93m.) (20th-Fox)	
THE LAST OUTPOST (89m.) (Paramount)	
THE PRINCE WHO WAS A THIEF (88m.) (U-I)	
THE SECRET OF CONVICT LAKE (83m.) (20th-Fox)	
TWO OF A KIND (75m.) (Columbia)	

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Korea: Kaesong truce talks. Kansas-Missouri: Flood. Hollywood Park, Cal.: Citation, first million dollar turf winner.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 58) Wilmington, Cal.: Oil fire inferno. New York: Scouts sail for world jamboree in Austria. New York: Margaret Truman home from Europe.

NEWS OF THE DAY (Vol. XXII, No. 292) New York: Margaret Truman home from Europe. Wilmington, Cal.: Oil fire inferno. Spain: Bull chase in Pamplona.

PARAMOUNT NEWS (No. 95) Wilmington, Cal.: Oil fire inferno. Spain: Bull chase in Pamplona.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 474) Spain: Bull chase in Pamplona.

WARNER PATHE NEWS (Vol. 22, No. 97) Wilmington, Cal.: Oil fire inferno. New York: Margaret Truman home from Europe. Washington: Harriman flies to Iran. New York: Scouts sail for world jamboree in Austria.

TELENEWS DIGEST (Vol. V, No. 29-A) Korea: Kaesong truce talks. Korea: Inside Communist prisoners of war camp. France: Bastille Day. Germany: Berlin memorial to airlift dead. Ohio: Heaviest para-drop. Spain: Bull chase in Pamplona.

IN ALL FIVE:

Korea: Truce talks. Detroit: All-Star baseball classic.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 57) New York: Gotham hails Shriners. Palisades Park, N. J.: Alfred, the chimp. England: Randy Turpin, conqueror of Robinson.

NEWS OF THE DAY (Vol. XXII, No. 291) New York: Gotham hails Shriners. New York: The 250,000th D.P. Palisades Park, N. J.: Alfred, the chimp.

PARAMOUNT NEWS (No. 94) New York: The 250,000th D.P. Palisades Park, N. J.: Alfred, the chimp. England: Randy Turpin, conqueror of Robinson.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol. 24, No. 473) New York: Gotham hails Shriners. Grass City, Cal.: Battle of the hose. Petaluma, Cal.: Ham 'n' eggs on a bust (San Francisco only).

WARNER PATHE NEWS (Vol. 22, No. 96) New York: Gotham hails Shriners. Palisades Park, N. J.: Alfred, the chimp. New York: The 250,000th D.P.

TELENEWS DIGEST (Vol. V, No. 28-B) Korea: Truce talks. Korea: Turkish Brigade awarded the Presidential Unit Citation for job well done. Korea: A master sergeant of the 25th Infantry Division receives battlefield commission. The Marianas: Last Japs surrender. Norway: "The Big Mo" on visit. Nepal. India's Nehru visits. New York: Swiss watchmakers. New York: Gotham hails Shriners.

NATIONAL BOARD OF REVIEW

July 14, 1951

STARRED SELECTED FEATURE: "Captain Horatio Hornblower" (WB); SELECTED FEATURE: "Rich, Young And Pretty" (MGM).



Pictured in front of the Babcock, one of two houses in Billings, Mont., where Paramount's "Warpath" recently had its world bow, are members of the premiere troupe, from left, Aileen Stanley, Jr., Forest Tucker, Polly Bergen, in the cast; Richard Arlen, master of ceremonies; Jackie Weiss, hostess, and recording star Tony Romano.

UPT Profit Shows Slight Decline

NEW YORK—Leonard H. Goldenson, president, United Paramount Theatres, Inc., reported to stockholders in the semi-annual statement last week that consolidated earnings of the company for the first six months of 1951 amounted to \$4,849,000 including capital gains and the company's share of undistributed earnings of non-consolidated subsidiaries. These, equal to \$1.49 a share, compare with \$5,660,000, or \$1.74 a share, on the same basis for the first half of 1950. Provision for federal taxes for this year's period amounted to \$3,256,000. It was \$2,445,000 a year ago.

For the quarter ended with June, consolidated earnings, including capital gains and share of undistributed earnings of unconsolidated subsidiaries, amounted to \$2,058,000 or 66 cents each on 3,261,439 shares. This compares with \$2,467,000 or 93 cents a share for the second quarter.

In the second quarter, the company terminated joint interests with coowners in 18 theatres through a division of assets in which UP received a 100 per cent interest in four theatres. The corporation also disposed of several individual theatres and properties during the three months. The net consideration received in these transactions was about \$1,643,000.

Proxies received from stockholders to be voted at the special meeting on the proposed merger of the American Broadcasting Company, Inc., into United Paramount show an overwhelming sentiment in favor of the merger, Goldenson said.

NATIONAL LEGION OF DECENCY

July 19, 1951

UNOBJECTIONABLE FOR GENERAL PATRONAGE: "Mask Of The Avenger" (Col.); "On Moonlight Bay" (WB); UNOBJECTIONABLE FOR ADULTS: "Decision Before Dawn" (20th-Fox); "Interrupted Journey" (London); "The Law And The Lady" (MGM); "Rich, Young And Pretty" (MGM); "Thunder On The Hill" (U-I); OBJECTIONABLE IN PART: "Angel With The Trumpet" (London); "Little Egypt" (U-I); "The Secret Of Convict Lake" (20th-Fox); "Small Back Room" (London).

LETTERS

Dear Sir:

Much has been said about better pictures helping the industry, and that may be so, but there are certain fundamentals which it seems to me are being overlooked, and which probably have been having their effect on theatre-going.

How many theatres are there today which can use better projection? True, a television picture leaves much to be desired, but there is no excuse for a dim picture in a theatre.

How often does an usher decide to fill a candy machine, with more noise than necessary, when the performance is going on?

How many times has necking been allowed in a theatre without ushers walking up and down the aisles to break up things?

And how many times do all these go on without the manager being around or even caring?

And don't say that it doesn't happen. I know, because I happen to be

A MANAGER.

Snader Buys Korda Films

HOLLYWOOD—Louis D. Snader, head, Snader Productions, formerly known as Snader Telescriptions, announced last fortnight that he had acquired from British producer Sir Alexander Korda 13 features for both theatre and TV showings. Nine of the films will first be shown in theatres and later on television, but the other four will be sold direct to TV stations.

Snader said theatres booking the pictures would be protected, and "no picture will be advertised for TV in a local area until the completion of the run in the selected theatres."

Among the films are "Bonnie Prince Charlie," in Technicolor; "The Small Back Room", "The Small Voice", "Flesh And Blood", and "Interrupted Journey." The pictures marked solely for TV distribution are "Saints And Sinners", "The Last Days Of Dolwyn", "Odette", and one other.

Trade At Tax Hearing

WASHINGTON—Witnesses on proposed changes in the Federal Amusement Tax will be heard by the Senate Finance Committee on Aug. 2, it was announced last week. Scheduled are Abram F. Myers, Allied; Gael Sullivan and A. Julian Brylawski, TOA, and Colonel Robert T. Barton, Virginia Motion Picture Association.

Trade Aid Asked In Scrap Collections

WASHINGTON—The motion picture industry was asked last fortnight by the NPA to participate in the scrap collection drive as a means of helping supply metals needed to provide equipment. Nathan D. Golden, chief, NPA motion picture and equipment division, said he had appealed to dealers, owners, exhibitors, producers, and labor groups explaining the need for their joining in the conservation movement.

In a recent bulletin, Allied States Association urged its members to cooperate with the drive for scrap, stressing the importance of this in the national emergency.

PHYSICAL THEATRE

Andrew W. Shearer

EDITOR

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Devoted to Drive-In Theatres*

VOL. VI, No. 8

JULY 25, 1951



THE SATURDAY MATINEE CROWD, such as that pictured here at the Inglewood, Nashville, Tenn., is as deserving of service and managerial consideration as are other patrons of the theatre. If they are treated cordially and fairly, children can be priceless goodwill builders for the house and its operators.

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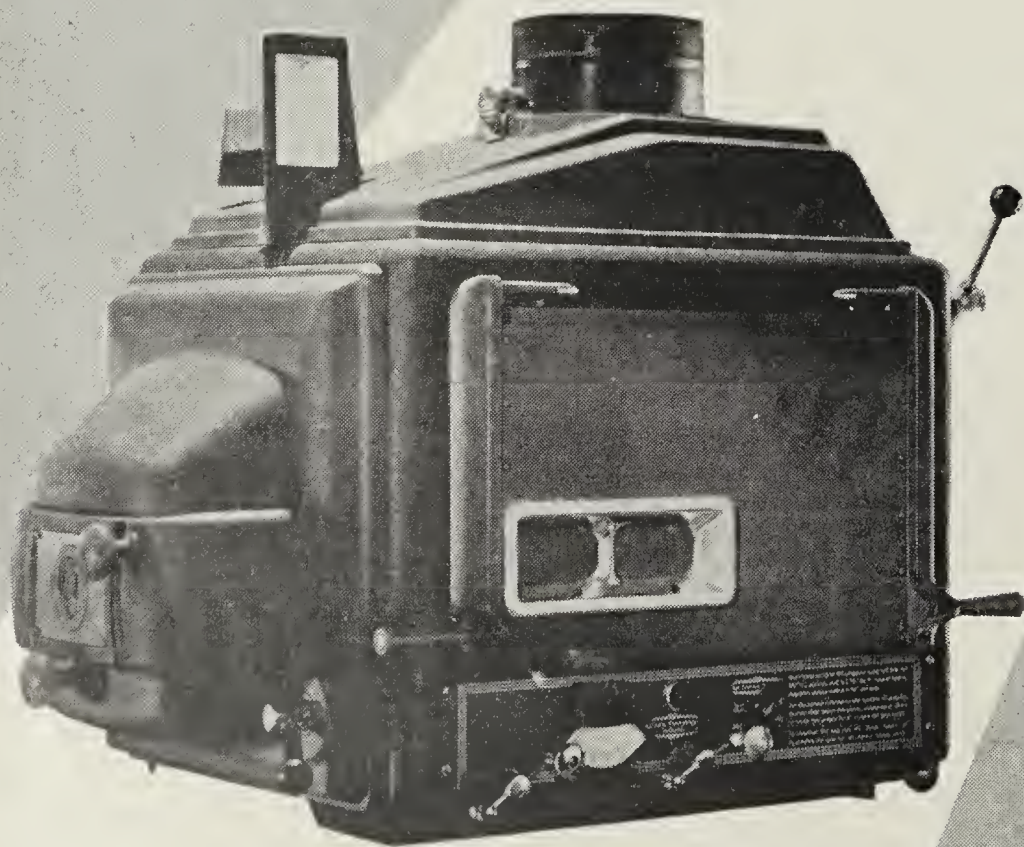
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LAYING IT

On The Line

Not Such A Bad Bogeyman

WHILE it is unquestionably true that television has exercised some destructive influence on motion picture theatre attendance, its effect has, in our opinion, been quite exaggerated. Concrete evidence to support our contention was recently presented in the form of a statement by Arthur L. Mayer, executive vice president, Council of Motion Picture Organizations.

FIRST of all, Mayer states that since movie theatres in the United States are at all-time high of 23,120:

"Published reports of television's impact on the film industry have given an entirely erroneous impression. Actually, since 1948, when television first became a factor in the entertainment industry, the number of picture theatres, far from declining, has increased more than 20 per cent.

"The importance of theatre closings has been greatly exaggerated. Investigation has shown that most of the movie houses which have recently been reported as closing were small, marginal operations and that television was only one of several factors that combined to make them business casualties.

"These closings have been more than offset by the construction of new theatres, especially drive-ins. In 1948 there were 743 drive-in theatres operating in this country, with a seating capacity of 520,000. Today there are 3,323 of this type of theatre with a capacity for 2,300,000 persons. This represents an increase in drive-in theatres of 347 per cent and in seating capacity of 343 per cent.

"As for the conventional four-wall theatres, these number 19,797, an increase of 1,446, or nearly eight per cent, over those in operation in 1948 . . ."

ALTHOUGH it cannot be denied that motion picture theatre attendance has slumped, many other retail businesses have also suffered since the end of the war. The fact remains that the motion picture industry is still an expanding one and is far from collapsing, as some self-appointed sages would have us believe.

FROM our observations of current and future film programs, Hollywood seems to be doing its part in furnishing better pictures to lure the public back into the theatres, but what can the individual theatreman do to push his own boxoffice graph upwards? First of all, he should read the preceding figures and drop any "bogeyman" scares he himself may have had over television.

ONCE he has gotten over his own case of "televisionitis," the theatre operator should redouble his efforts to sell his pictures and his theatre. The former goal should be pursued with vigorous sales campaigns for every picture.

THE second course, selling the theatre itself, is almost as important. In order to sell something well, it must first be good itself. In other words the theatre has to offer pleasant surroundings so that the patron will feel it a privilege to go there. This, naturally, requires comfortable furnishings in an atmosphere of relaxation and equipment in first-class condition. In short, if a theatre can offer a good picture in an inducing environment, there is no need to worry too much about the onus of television.

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THE "National" carbon arc offers an ideal combination of the qualities most desirable in a studio light. The carbon arc's small-source size — less than one quarter square inch — insures sharp shadows, simulates one-source lighting better, creates a perfect "follow-spot." The carbon arc's high brightness penetrates deep sets, establishes high light levels without excessive heat, creates better the illusion of a third dimension. The carbon arc's great power from one unit cuts illumination pathways through general set illumination, boosts daylight, lights large sets so generously that camera-lens apertures may be reduced and great depth of focus obtained. The carbon arc's white light matches outdoor shooting conditions, lends itself better to filters because it has equal quantities of blue, green and red and, finally, makes colored objects appear visually the same inside and outside.

There is no substitute for the carbon arc.

**MORAL: YOU CAN'T SKIMP ON STUDIO LIGHTING
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or projector carbons —
order "NATIONAL"!*

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District Sales Offices: Atlanta, Chicago, Dallas,
Kansas City, New York, Pittsburgh, San Francisco

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PHYSICAL THEATRE

VOLUME VI

NUMBER 8

July 25, 1951

IN recent years, theatre designing has shown considerable improvement in certain phases having to do with patron comfort, such as wider spacing of chairs from back to back, improved air conditioning systems and acoustical treatments, better projection and sound systems. The plan layout, however, which controls circulation when the theatre is crowded, has shown little change or improvement. The standees are subjected to the indignity of being herded into "bull pens" behind ropes in order to create passage for the exitees. The patrons in the last four or five rows of seats are annoyed by the chatter of the standees, and the clearing of the house is slowed up, thus prolonging the confusion.

The City Line Center Plan

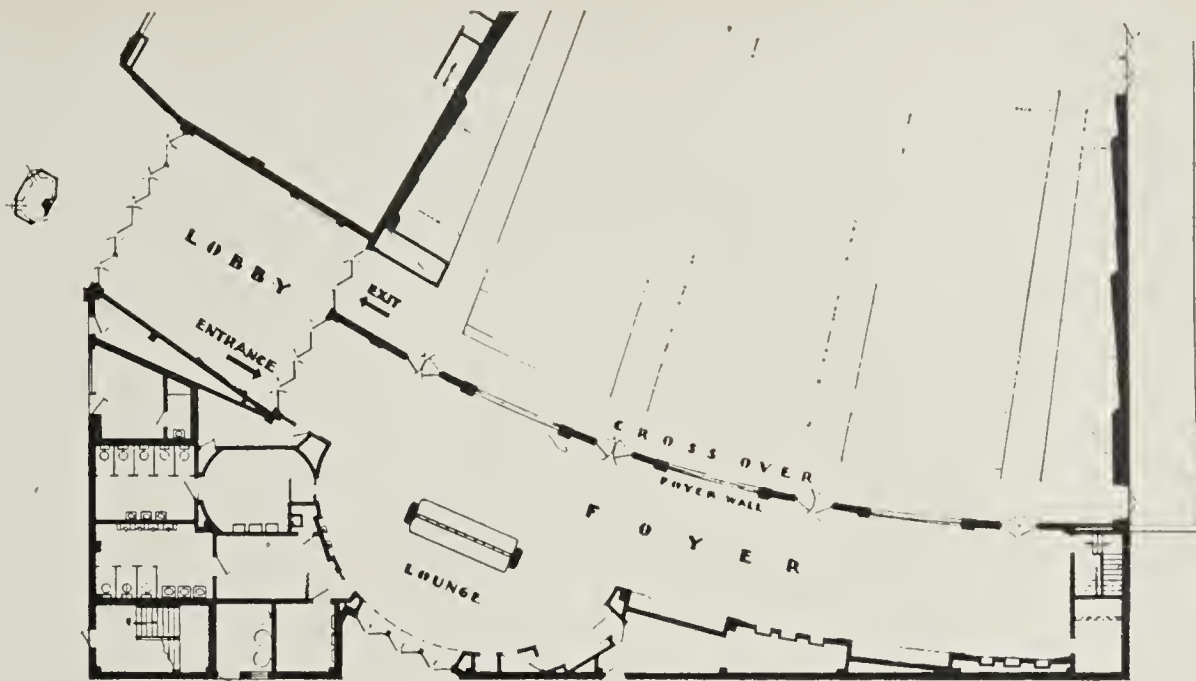
At the City Line Center in Philadelphia these conditions were corrected by the construction of a wall between the standee space and the auditorium which is termed the "foyer wall." There are doors at the aisle heads. The last row of seats is placed five feet away from the foyer wall to provide a cross-over leading to exit doors at each side of the theatre. This permits all normal exiting to take place inside the auditorium and not through the standees in the foyer.

At one end of this rear cross-over, two sets of exit doors are provided opening directly into the lobby, thus affording the opportunity for all patrons to follow their natural inclination to leave the theatre rapidly by way of the entrance lobby. Under these conditions the standees are free to move about in the foyer. There are glass panels in the wall which permit a view of the picture with the sound being supplied by several speakers concealed in the foyer walls. As no standing is permitted on the rear cross-over, the patrons in the rear seats enjoy the same freedom from extraneous distractions as those in the rest of the auditorium.

After over a year of operation, the management is still enthusiastic about the short time it takes to clear the house and the quiet, dignified atmosphere it is possible to maintain, even under the most crowded conditions.

Closed Foyer Wall Scheme

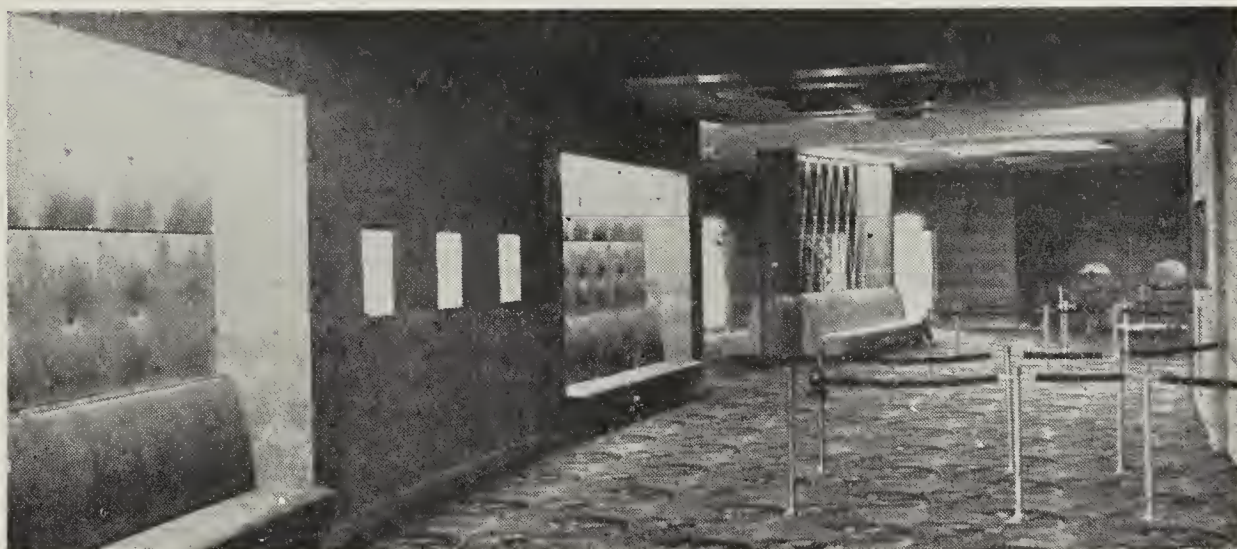
The accompanying diagrammatic sketch clearly shows the closed foyer wall plan. While the position of the entrance lobby in the City Line Center was ideally located for exiting from the rear cross-over, the general idea of the scheme can be applied, at least in modified form, to



AN INTERESTING PLOT PLAN shows the manner in which the five banks of entrance-exit doors are actually split to serve two separate and distinct passages. Through this method, waiting standees remain outside of the auditorium confines until all exiting patrons have completed their egress without delay.

A Sound Crowd Control System

Patrons Leaving City Line Center Exit Via Interior Rather Than Through Standee Area



TWO ENTIRELY SEPARATE AREAS for entrance and for exit are connected only by solid doors in their glass partition wall. The entrance foyer and lounge (top) are ornately luxurious and provide a separate lighted room where waiting standees can rest and chat while awaiting show break. The normal standee rail (above) is not used for that purpose but marks one side of exiting area through which patrons pass.

most theatre plans by providing a set of doors in the foyer wall as near as possible to the entrance lobby for exiting purposes.

Even though this exit arrangement in some instances could not be accomplished, the closed foyer wall can be used under any conditions, and this feature alone is a great contribution to the enjoyment of the show by patrons in the rear of the auditorium.

Eberson Firm Signs With USAF

NEW YORK—According to a recent announcement, the U. S. Air Force has engaged the firm of John and Drew Eberson, well-known architects-engineers, here, to act as technical consultants to assist the newly formed Air Pictorial Service formulate its plans of operation, with particular reference to facilities, equipment, and procedure.

The program includes all documentary, training, public relations, and combat films. Television, as well as all necessary motion picture processing, is included.

The Canadian Government has also employed the Eberson organization to design its proposed new facilities to house the Canadian Film Board production activities in Montreal. The estimated cost of the proposed facilities will be six to eight million dollars.

Under the leadership of Drew Eberson, former motion picture director, the architectural-engineering firm has enlarged its engineering section dealing with pictorial production, and is rendering full engineering services in connection with audio-visual requirements, film strips, animation, stills, etc., for the production of motion pictures.

New Ridglea Opened In Texas By Interstate Circuit

The beautiful, new Ridglea here, recently completed by the Interstate Circuit of Dallas, is an integral part of a most unusual housing project.

Ten years ago Ridglea was mere pasture land. Today, one of the most up-to-date shopping centers and one of the finest theatres in the entire southwest serve upwards of a conservatively estimated population of 25,000 people.



THE IMPOSING FRONT of the Ridglea is set between a flower shop and a bank, part of the array of stores which form the shopping center.

The Ridglea shopping center has at least twenty-five establishments, one which is the Ridglea. Almost ready to open for business is the new \$1,500,000 Western Hills Motel. This swank hotel has a swimming pool, cabanas, and accommodations for 200 guests. Plans are underway for the addition of still other firms, and available office space in Ridglea is causing some firms to move from downtown to that section.

A sizeable number of employees of Consolidated Vultee's B-36 Plant live in Ridglea. This one firm employs in excess of 28,000 workers. Nearby Carswell Air Base, home of the 8th Air Force and base of the B-36, world's largest landbased bomber, has brought many new patrons to the Ridglea.



A HANDSOME MURAL over the entrance to a lounge off the ornate lobby reflects the general Spanish and New Orleans style of the house.

FOR SNAPLITE USERS

SUPER SNAPLITE



memo

You have the finest projection lenses money can buy. **Take care of them** ... because ... although they are still available now, material restrictions may soon make it impossible to replace them.

That's why our repair policy is particularly important to you. We want you to know, that if a SNAPLITE lens should be damaged or need checking for any reason, we will completely recondition it at the factory, and return it in the least possible time. Consult your Theatre Equipment Dealer for details.

Movies are better than ever!

when you use

SUPER SNAPLITE

f/1.9 projection lenses

Yes "MOVIES ARE BETTER" and they're "BETTER THAN EVER" if you use Super Snaplite f/1.9 Projection Lenses. These superb lenses give you maximum light, maximum sharpness, and maximum contrast ... maximum viewing satisfaction for your patrons.

True speed of f/1.9 in every focal length up to 7 inches. Ask for Bulletins 207 and 209.



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2 Franklin Avenue
Brooklyn 11, New York

Optical

"You Get More Light
with Super Snaplite"

CORPORATION

Comfort IS OUR BUSINESS

It is not surprising that theatre operators who are most successful in making comfort a profitable attraction have turned to Heywood-Wakefield seating. For comfort has been our business for 125 years. During this period the styling, construction and comfort of our furniture has made it a favorite choice in thousands of homes. And, at the same time, our trademark has become an accepted symbol of comfortable seating with theatre operators, educators and railroad and bus line executives throughout the country. But the clearest proof of the extra value we build into every Heywood-Wakefield product is that the demand for our products has kept us in business since 1826.



*You Find This Familiar Trademark Wherever America
LIVES • TRAVELS • SEEKS AMUSEMENT • OR GOES TO SCHOOL*



Theatre Chairs of exclusive "Airflo" and "Encore" designs are proving that comfortable seating is a profitable investment for theatre operators.



School Furniture of light weight, sturdy tubular steel assures long, satisfactory service in meeting the needs of America's schools and colleges.



Baby Carriages bearing the familiar Heywood-Wakefield emblem have been a first choice for styling, comfort and safety for generations.



Railroad Seats like this luxurious "Sleepy Hollow" model are a revenue-building choice on a growing number of leading railroads.



Bus Seats of Heywood-Wakefield scientific design make travel more comfortable on both city service and intercity routes of leading bus companies.



Household Furniture—All-purpose Ashcraft, and Old Colony and Modern designs carry on the 125-year-old Heywood-Wakefield tradition of fine styling and sound construction.

Interstate Theatres realized the tremendous potentialities of Ridglea when they selected it as the site for this fine new theatre.

The architectural design of the house is a combination of Spanish and New Orleans so typical of the better buildings in Fort Worth. The same motif is carried through on the attractive murals which decorate the lobby.

Interstate spared no expense in equipping the Ridglea. The industry's newest and most efficient theatrical equipment has been provided, including Chrysler Air Temp conditioning, Century projection, Simplex sound, and Altec speakers. The 1,400 Kroehler "push-back" theatre chairs in the auditorium and balcony of the latest improved type are upholstered in tan mohair with matching leatherette seat topping.

Theatre Tele. Shown By NBC

NEW YORK—Pioneering a new and significant application of theatre television, the National Broadcasting Company is showing for studio audiences 15x20-foot television images of programs originating in the company's new Center Theatre studios, in Radio City, New York. The pictures appear instantaneously on a screen mounted above the stage on which the live action is being televised.

Pitched at an angle perpendicular to the spectator's line of sight, the theatre-size screen enables all members of the studio audience to see details of action on stage which would otherwise be obscure to observers in some parts of the 3000-seat auditorium.

THE ALL-NEW, ALL-STEEL
IDEAL
Universal chairs
effect big savings for you.

- NEW DURABILITY
- NEW COMFORT
- NEW SAFETY
- NEW BEAUTY

IDEAL SEATING CO.
GRAND RAPIDS, MICHIGAN

Wall Coverings • Painting • Ornament Plaques
Luminaries • Stage Curtains • Curtain Tracks
Curtain Controls • Draperies • Tufted Panels

NOVELTY
SCENIC STUDIOS, INC.
32-34 W. 60th ST., N.Y. 23, N.Y.
Masters of the Art of Decoration

TESMA-TEDA Convention Plans

LOS ANGELES—At a recent luncheon an arrangement committee of TESMA and TEDA made preliminary plans for the joint conventions of these two associations to be held at the Ambassador Hotel, October 11, 12, 13.

As planned, the convention will open with a get-together luncheon on Thursday, October 11. Following this luncheon there will be business sessions of both associations. Sponsored parties will hold sway in the evening.

The following day will find business sessions for both organizations with installation of TESMA officers and board members. National Carbon Co. will sponsor its annual cocktail hour prior to the annual banquet that evening.

The last day will be taken up mostly with visits to the studios and other sponsored parties. There will, of course, be executive meetings of both associations, and new TESMA officers will plan future activities.

Inasmuch as there will be no TESMA trade show this year, it is the desire of TESMA to spend as much time as possible in the entertainment of delegates. A surprising number of hotel reservations have already been made, and those planning to attend who have not already done so are requested to write direct to H. S. Jenkinson, Assistant Manager, Ambassador Hotel, Los Angeles.

McDonald Joins Amer. Seating

NEW YORK—The American Seating Co. recently announced the appointment of Milton R. MacDonald to the position of Installation Superintendent for the New York City area.



Milton R. MacDonald

McDonald comes to American Seating with a wide knowledge of the building and installation field. He has previously been associated with Federal Ship Building and Dry Dock Co., of Kearney, N. J.; Kirinn and Co., of New York City, and the City College of New York.

Bouwkamp Wins ASM Post

GRAND RAPIDS, MICH.—According to a recent announcement, Harvey L. Bouwkamp, Chief Manufacturing Engineer, American Seating Company, has been elected Society Chairman for the coming year at the annual meeting of the Western Michigan Chapter of the American Society for Metals.



A RECENT ADDITION to National Theatre Supply's sales organization, R. G. Haire will assist in promoting the sale of the new Sweden "Movie Cone" Soft Ice Cream Freezer. He will work with the company's nationwide sales offices.

Emergency Power Booklet

PEORIA, ILL.—A 12-page pamphlet entitled "Emergency Power," recently released by Caterpillar Tractor Co., points out clearly and simply the value of having stand-by electric power. Lives and money may be the cost of a power failure due to storms, fire, or other disaster.

The booklet may be obtained by writing to Caterpillar Tractor Co., Peoria 8, Illinois, and requesting Form 30227.

Baldwin On NTS European Tour

NEW YORK—A. F. Baldwin, export manager, for National Theatre Supply, recently left here for Oslo, Norway, on the first leg of an air tour during which he will visit his company's distributors in Oslo; Copenhagen, Denmark; London, England; Paris, France, and Brussels, Belgium.

THE NEW
SUPER-LITE
Vinyl Folding
SCREEN

Motte White • Non-Yellowing
Flame-Proof • Fungus Proof
Can Be Shipped Parcel Post
Stretches Wrinkle-Free • Washable
Chromatically Correct • All Sizes
ASK YOUR DEALER OR WRITE
VOCALITE SCREEN CORP.
Roosevelt, New York, U.S.A.
Mfg'r's of
The Famous Vocolite Beaded Screen

SPECIALISTS IN THEATER
AIR CONDITIONING

1909  1950
TYPHOON AIR CONDITIONING CO., INC.
794 Union Street, Brooklyn, N. Y.

GUARANTEED TO BURN CARBONS DOWN TO THE LAST INCH NORPAT Sales, Inc.-41 W. 45 ST., N.Y. 19	MONEY BACK GUARANTEED If not completely satisfied	BUY TRUE ECONOMY— HANOVER CONTINUOUS CARBON BURNERS \$7750
--	--	--

Admissions Control System

Designed and built by General Register Corporation, the new Automatic 2-X-1 Admissions Control System is said to prevent ticket palming entirely, speed the collection of tickets at the door, provide space for the printing of advertising messages, enable a sure check on admission receipts, accelerate the issuance of tickets, etc.

<p>New York, N. Y. Est. Price .42 Fed. Tax .08 TOTAL 50c Customer's Receipt 500638</p>	<p>New York, N. Y. Est. Price .42 Fed. Tax .08 TOTAL 50c ADMIT ONE 500638</p>
<p>NATIONAL THEATRE New York, N. Y. Est. Price .42 Fed. Tax .08 TOTAL 50c Customer's Receipt 500639</p>	<p>NATIONAL THEATRE New York, N. Y. Est. Price .42 Fed. Tax .08 TOTAL 50c ADMIT ONE 500639</p>
<p>NATIONAL THEATRE New York, N. Y. Est. Price .42 Fed. Tax .08 TOTAL 50c Customer's Receipt</p>	<p>NATIONAL THEATRE New York, N. Y. Est. Price .42 Fed. Tax .08 TOTAL 50c ADMIT ONE</p>

First of all, the new type of ticket used under the system is unique in shape and method of perforation with a pre-cut separation line down the center and a hole in the middle of each ticket, so that the doorman can tell at a glance the number of admissions.

It is also claimed that one quick and easy motion is all that is required to divide the tickets down the center separation line with no opportunity for palming afforded because every ticket must be cleanly torn.

Furthermore, since the customer gets a stub that is uniform, complete, and un-mutilated, it can be readily used for the

NEW PRODUCTS

... that have theatre interest



imprinting of any type of advertising message on the back.

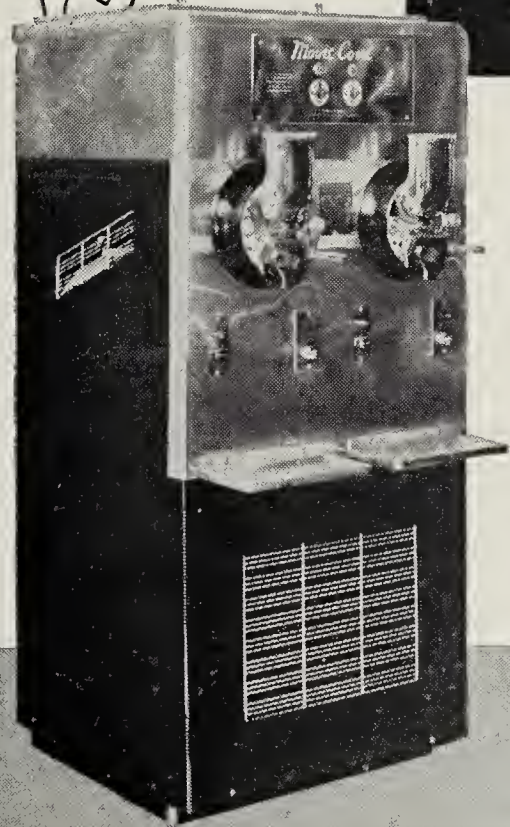
Secondly, the new 2-X-1 Automatic Stub Rod Control Box is designed to simplify, expedite, and prevent costly errors and irregularities under the system. Since the tickets have only one hole in the center, it is believed that there can

never be duplicate halves on the stub rod spindle. Furthermore, all serial numbers are exposed on the string, none of them is face down or folded in, and any hand-torn ticket may be instantly spotted. Lastly, the

(Continued on page PT-11)

Now!

DUPLICATE POPCORN PROFITS! SELL SOFT ICE CREAM!



SWEDEN Movie-Cone FREEZER

Makes Ice Cream Cones... Frozen Custard

- ★ Easy to operate!
- ★ Simple to maintain!
- ★ Fully Automatic!
- ★ Short on space—long on returns!

Cash in on the terrific appeal of soft ice cream with the amazing SWEDEN "Movie-Cone" FREEZER that dispenses a continuous flow of soft ice cream to your patrons, a continuous flow of profits to you!

The SWEDEN "Movie-Cone" FREEZER... the hottest thing in refreshment profits!

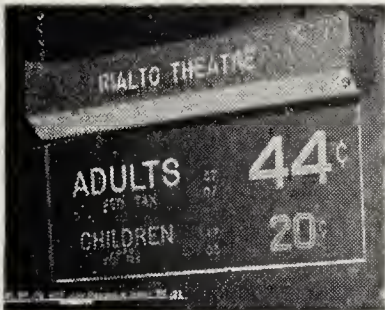
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NATIONAL

THEATRE SUPPLY
Division of National-Simplex-Bludworth, Inc.

For YOUR BOXOFFICE

Engraved by our exclusive process on lucite to your specifications



LAMOLITE

ILLUMINATED PRICE ADMISSION SIGNS

Our enlarged plant facilities assure OVERNIGHT service from coast to coast.

Plastic Signs Engraved for the Entire Theatre
Send for Folder *Pat pend.

Edgar S. Bowman

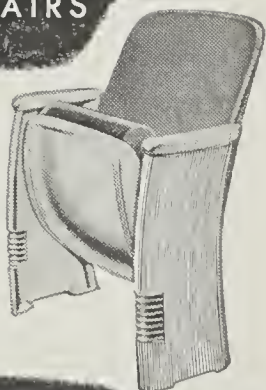
682 Sixth Avenue

New York 10, N. Y.

AMERICAN BODIFORM THEATRE CHAIRS

More Comfort
More Beauty
More Durability

Empty seats automatically assume three-quarter safety-fold position. Low house-keeping cost. American design and superior materials insure years of extra service. Write for color folder.



AMERICAN SEATING COMPANY

Grand Rapids 2, Michigan • Branch Offices and Distributors in Principal Cities.



FREQUENT CHECKING of speaker installations is absolutely essential to insure perfect sound reception at every performance. Equally important is periodic inspection of booth equipment.

THE operation of a successful drive-in theatre can never be a haphazard affair, but must be guided by certain principles which will not only assure the finest in service to the patronage which it serves, but also the most effective utilization of the investment involved in property and equipment.

With this general aim in mind, the A. M. Ellis Theatres Company recently published a set of rules for the guidance of its drive-in personnel which the Editors of **PHYSICAL THEATRE** thought might well be helpful to others. While these instructions, as presented here, do not by any means cover all phases of drive-in operation, they do offer some excellent constructive advice on certain aspects.

Managers

1. As manager of a drive-in theatre, you are custodian of our property and goodwill builder in the community.
2. You are expected to report to your theatre early enough to obtain necessary change from the bank, take care of the mail, etc.
3. Your film should be checked to find

WINDSHIELD WIPING is but one of the many special services which a drive-in may offer to increase patron enjoyment of the show. Such small "extras" are powerful goodwill stimulants.



out if every subject booked for that showing has arrived.

4. Boxoffice statements and daily deposit slips are to be mailed to the main office daily.
5. Every foot of the theatre should be gone over and closely inspected every afternoon and necessary repairs made.

Rules of Operation

1. Your operation should be as simple and worthwhile as is humanly possible.
2. Remember all that you render is service—render it with a S-M-I-L-E.
3. Plants must be cared for, weeded, and watered when necessary.
4. Grounds must be kept clean at all times.
5. Before showtime, inspect rest rooms for cleanliness; see that containers have towels and tissues.
6. Teach your ushers the importance of properly parking cars. It is the secret of patrons being pleased with the theatre and enables them to enjoy the show.
7. Before first show, each speaker should be checked to see that it is in good working order. Any found

DRIVE-IN THEATRES

S E C T I O N

15. When heads are not visible in the car an immediate investigation is in order.
16. An ironbound company rule is that boxoffice offices are to be kept open until 10 p. m. regardless of how short the program may be.
17. Theatre lights are to be turned on at dusk regardless of when the boxoffice opens. They are to remain on until the boxoffice is closed.
18. Starting time of your shows and any other special events should be placed

Rules For Drive-In Operation

A Helpful List Of Regulations And Advice For Staff Members From One Theatre Group

- not working should be reported to manager immediately.
8. All ushers must be uniformed in white; cashiers and ticket takers must have their respective uniforms on.
9. No one but the manager or assistant manager or cashier should be allowed inside the ticket box at any time.
10. An officer should be kept on duty during rush to handle traffic coming from the highway.
11. As a special service to our patrons, windshields should be cleaned before showtime.
12. Any doctor or nurse attending our theatres can leave the theatre phone number with the Doctors and Nurses Exchange. If they should receive phone calls, we will be very happy to page them through our P. A. system. Have the projectionist break in at such time when it is not disturbing to the patrons.
13. A man, uniformed, should be stationed at the entrance, watching for elderly patrons. He should offer to park their car for them. This is an added service and tends to build goodwill.
14. Excess money should be removed from the boxoffice periodically, leaving only enough money for properly making change. Lock excess money in safe until time for making deposit in bank.

in your newspaper ads.

19. Cut off sound in any ramps that are not being used.
20. An announcement should be made on the P. A. system prior to the start of your show that between shows a short intermission will be held in order that the patrons may visit the refreshment stand. Mention should be made that boys are available to change flat tires, towing service, etc.

Maintenance

1. Marquee letters fade from being exposed to the elements and become scratched from handling. If these conditions exist, have them painted immediately. Remember they are looked at more than anything else in your theatre—don't have a shabby theatre.
2. If your ramps have holes or need other repairs, get them done.
3. Defective speakers should be replaced, and the ones needing repair should be attended to immediately.
4. A very good herbicide to be used in killing weeds and undesirable grasses is ammonium sulformate (amate) one pound to one gallon of water—or mix amate one-half pound per gallon and copper sulphate one ounce per gallon.
5. Playground equipment should be painted at least once a year. Always use a good aluminum or asphalt base

because this type of paint holds better on metal and reflects light, helping to minimize hazards.

6. When painting outdoor seats, never use enamel. Use a park bench paint, one that penetrates the wood. It will stick better and help to preserve the wood.
7. Before the first freeze, see that all exposed pipes are wrapped to prevent them from bursting or freezing.
8. A complete report made in triplicate should be made when an accident occurs, and where bodily injury or property damage results, and two copies mailed to main office, the third copy being retained by the manager for the records.
9. If any speakers are stolen, a report must be made to your district manager immediately.
10. Any equipment that needs oiling or greasing should be attended to periodically. A chart should be kept by the manager and dates recorded when the equipment was oiled or greased.

New Products

(Continued from page PT-9)

stub rod spindle will hold more tickets because the new ticket lies flat, and the tickets go on in multiple units up to five with a single ticket thickness for all.

The machine is compact enough to fit into even the smallest boxoffice and features a cut-away shape that enables the cashier to sit right into it with perfect comfort. It is claimed that unit construction provides the right size machine to fit every theatre's needs with registers available in one to five different kinds of tickets and with tamper-proof, non-reversible counters on each unit. All units operate independently, can be locked against operation if desired, are easily removable, and may be readily installed.

The new system is distributed and serviced by National Theatre Supply.

Protective Coating

A new protective coating for both exterior and interior use manufactured by Union Carbide and Carbon Corporation and distributed by Plastic Coating Corporation, is said to combine the advantages of superior protection, durability, economy, and distinctive beauty. Based on versatile Vinylite resins, the new coat-

ing reportedly cleans easily, can be washed repeatedly, withstands the strongest washing compounds, and is resistant to fumes and to most acids and alkalies.

The new coating is alleged to be particularly suited for inside and outside protection of homes, hotels, hospitals, apartments, schools, theatres, etc., and is applied with conventional spray equipment.



Phone Silencer

A new type of phone silencer, which is said to snap onto any telephone transmitter easily, has recently been made available by the Hush-A-Phone Corporation. It is claimed that the plastic unit, reported to weigh only five ounces, provides office quiet, conversational privacy, and better hearing in noisy places by keeping surrounding noises out of transmitter.

The company also has available a silencer for dictating machines. Both of the silencers might well prove of value to theatre executives who wish to phone or dictate silently without employees overhearing what is said.

Vertical Window Blind

An entirely new type of vertical blind has been placed on the market by Youngstown Industries, Inc.

The device, made with colorful, three-inch wide adjustable panels of Celanese fabric, is said to be highly adaptable for home, office, store, and institutional installations where it can be used economically and effectively for window coverings, partitions and backdrops.

Movement of vertical louvers is controlled by a hidden lever which operates quietly to regulate light, ventilation, and privacy.



The vertical design is said to greatly reduce the collection of dirt and dust, and when cleaning is necessary all that is required is to slip off the fabric panels, wash and replace them while still wet. No ironing or pressing is ever needed.

Ideal Fills Service Orders

GRAND RAPIDS, MICH.—Recent installations of theatre-type chairs for U. S. Army and Air Force Motion Picture Service included 850 chairs at the McGuire Air Force Base, Fort Dix, N. J., and 604 chairs at Fort Campbell, Edgote, Ky. Both installations were made by Ideal Seating Co.

William Gedris, president of Ideal, has also announced the recent installation of 965 chairs for the Colonial, Poughkeepsie, N. Y., and 48 stadium-type chairs at the Dearborn Drive-In, Detroit.

ELECTROCUTE FLYING INSECT PESTS!

NOW AT LAST . . .

All flying insect pests can be eliminated without use of insecticides and without any attention whatever.

The DETJEN ELECTROCUTING INSECT PANEL attracts them by means of a light and instantly electrocutes them as they hit the electrically charged screen. They destroy themselves with a "kiss of death". Easily installed. Priced as low as \$72.00

Write for further information! Today!

DETJEN CORPORATION

303 WEST 42nd STREET
NEW YORK 18, N. Y.

Lorraine **Carbons**

FOR ANY LAMP IN ANY SIZE THEATRE AND DRIVE-IN

**PROJECT
THE BRIGHTEST
LIGHT POSSIBLE
MORE ECONOMICALLY
FROM "LOW" to
HIGHEST "HIGH"**

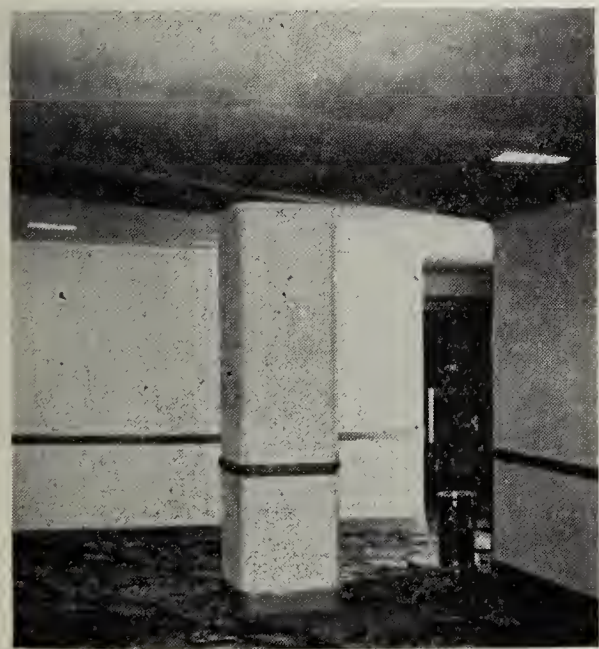
Lorraine CARBONS, INC., BOONTON, N. J.

OUTDOOR
REFRESHMENT
SERVICE
from Coast
to Coast
over 1/4 Century

SPORTSERVICE CORP.
SPORTSERVICE BLDG. • BUFFALO, N. Y.

Refreshment
Service for
DRIVE - IN
THEATRES

Phone
WA. 2506

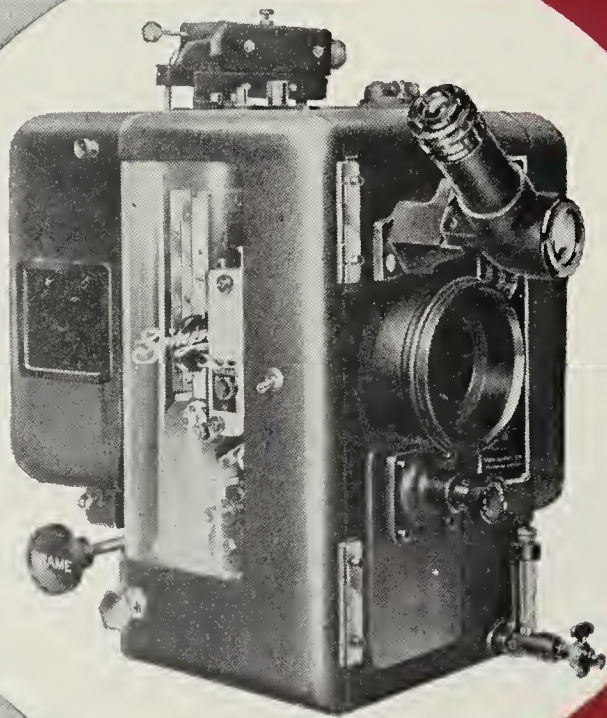




Simplex
U. S. PAT. OFF.

CHOSEN AGAIN!

RKO has achieved its fine reputation by maintaining a consistently high standard in motion picture entertainment. The RKO management is proud of this reputation and do all in their power to uphold it. For this reason, they have chosen to install SIMPLEX X-L, the finest in motion picture projectors.



Simplex
TRADE MARK REG'D

X·L PROJECTOR

TO RELAX SEE A MOVIE

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • DISTRIBUTED BY NATIONAL THEATRE SUPPLY

NEWS OF THE

Territory

BRANCHES

Atlanta

"David and Bathsheba" will be given a world premiere by 20th-Fox on Aug. 17 with Gregory Peck and a company of screen celebrities here in person. Harry G. Ballance, division manager, said Peck will be accompanied by Henry King, director. Francis X. Bushman will accompany Peck to Atlanta.

John Cunningham, Savannah, Ga., was recovering from a leg fracture suffered when he collided with a porpoise. . . . At Wil-Kin Theatre Supply, Jack Hunt, special sales representative, Tennessee, was back after a vacation. . . . Gault Brown, Hollywood, Madisonville, Tenn., was in on a visit. . . . Bill and John Cole, Cole's Drive-In, Loudon, Tenn., were in booking.

Don Hassler, office manager-head booker, Astor, and family were enjoying the Florida sunshine. . . . The Nashville, Tenn., Record published a "salute" to Kermit C. Stengel, vice-president, Crescent Amusement Company, Nashville, Tenn., since 1934. In the financial and investment business in Nashville from 1925-1934, Stengel is widely known to the industry as the principal film buyer for Crescent.

In booking were: Mose Levovitz, Grand Amusement Company, Chattanooga, Tenn.; O. C. Lam and Walter Grisword, Lam Amusement Company, Rome, Ga.; John Radney, Bama, Alexander City, Ala.; Dick Kennedy, Alabama; Mr. and Mrs. John Carter, Brookhaven, Brookhaven, Ga.; J. W. Starr, Roanoke, Ala.; Walter Morris, Knoxville, Tenn.; Mr. and Mrs. Roy Mitchell, Mountain, Stone Mountain, Ga.; Mr. and Mrs. Jimmy Jerrell, Ritz and Roxy, Commerce, Ga.; Ralph Hook, Hooks Theatres, Alabama, and Nat Williams, president, Interstate Theatres, South Georgia.

Claudia Linker, booker, Realart, is back after a vacation. Ray Edwards was on the job. . . . Ed Hayes, sales manager, Realart, is back after a trip to Alabama. . . . Daisy Sherman, formerly with the Martin Circuit, is now assistant to Virgil Hopkins, 16mm. department, Republic. . . . At Columbia, Grace Woolley, secretary to R. J. Ingram, southern district manager, had a vacation in Miami, Fla.; Pearl Moos, booking department, was back after a visit in Savannah, Ga.; Lucy Eppes is back after a vacation in Alexandria, La., with her daughter, and Vivian Leeks was added to the accounting department.

At UA, Jim Corbett, booker, was back after a vacation in Gatlinburg, Tenn. . . . Mr. and Mrs. Buford Stiles, he is with U-I, and she is with UA, returned after a vacation in Florida. . . . Mary Elkins is back with UA after a two-

year absence. . . . Joe Murphy, booker, U-I, is back after a vacation spent in Fall River, Mass. . . . Dick Ford, 20th-Fox head booker, was back from a vacation while Mary Cloud spent her vacation in New Orleans.

Charlotte

Bob Hames, salesman, United Artists, resigned to accept a position with Paramount. Charlie Hunsuck, former salesman, ELC, will replace Hames. . . . Ruby Bradley resigned at Paramount to accept a position as contract clerk at United Artists. . . . Betty Sowell, secretary to the branch manager at UA, resigned. . . . A. J. Briggs, booker, United Artists, was on vacation. . . . Edith McLester is the new typist clerk at Republic. . . . On vacation at Republic were: Lib Thompson, booker's secretary, and Fannie Biggers, inspectress. . . . 'Johnnie' Johnston, office manager, Monogram, and husband, and Seline Martin, RKO, went deep sea fishing at Myrtle Beach, S. C. . . . Bobbie Sneed is the new cashier at Monogram. . . . Mrs. Emma Sheppherd, Monogram, was vacationing at Carolina Beach, N. C. . . . I. M. Scott, Scotty, Fairbluff, N. C., leased his theatre to W. G. Fussell, Wanet, Bladenboro, N. C. . . . Jack King, booker, 20th-Fox, resigned. . . . The Film Row softball team won the first half in the Charlotte League. . . . On vacation was Billy Simpson, Kay office manager. . . . Johnny Wood, Saxton Theatrical Agency, returned from Nashville, Tenn. . . . Bob Saxton, Saxton Theatrical Agency, spent a weekend with his parents in Orange, Va. . . . Sue and Louis Ballard, Stanly, Stanly, N. C., were in conferring with Bob Saxton, Saxton Theatrical Agency.

Visiting were: Jimmy Earnhardt, Taylor, Edenton, N. C.; Roy Champion, Champion Theatres, Wilson, N. C.; A. P. Hinnant, Drive-In, Newbern, Drive-In, Kinston, and Model Drive-In, Goldsboro, N. C., and Ruby Greenleaf and John Curtis, Curtis, Liberty, N. C.

Memphis

Elaborate plans are underway for the annual convention and election of officers of the Allied Independent Theatre Owners of the Mid-South, Inc., at the Hotel Gayoso, on Oct. 16-17. According to Edward O. Cullins, Memphis, vice-president, the convention will open with a big parade on Main Street in which a number of stars are expected to take part. John Mohrstadt, Hayti, Mo., is president of the organization.

Nelson Towler, district manager, Lippert, Atlanta, was visiting. . . . Fred Myers, Lippert branch manager, bought a home.

MGM—N. B. Fair, Sommerville, Tenn., and Ben Jackson, Ruleville, Miss., were exchanging show talk. . . . Louis C. Ingram, branch manager, returned from a vacation.

MONOGRAM—Joan Todd is the new assistant cashier.

PARAMOUNT—Mrs. Fairy Wilkinson, cashier, is spending her vacation in New York.

REALART—Ione Jernigan, office manager, had as her guests Gordon Hutchins, Corning, Ark., and William Elias, Osceola, while husband Jerry was out in the territory.

U-I—Jolly Wright, branch manager's secretary, was vacationing and Margaret Irby, biller, spent her vacation home ill.

Sawdust is again showing in Joe Simons' blood. He was off for a week with his friend Merle Evans, Ringling Brothers, in Chicago. Simons, now manager, Ritz, is a former member of the circus band and publicity department of the circus. Annually, he takes off for a week with his old circus pals.

Marc J. Wolf, International Chief Barker, Variety Clubs, was scheduled to attend a dinner meeting of the Variety Club, at which time there was to





Once having Motiographs, a theatreman never buys any other projector . . . actually becomes hostile when anyone suggests that he change. What can you do with people like that? Thinking it over, Motiographs must be quite satisfactory.

THEATRE SUPPLY COMPANY, 1021 Grand Avenue, Fort Smith, Ark.
WIL-KIN THEATRE SUPPLY, INC., 150 Walton Street, N.W., Atlanta 3, Ga.
WIL-KIN THEATRE SUPPLY, INC., 229 South Church Street, Charlotte 2, N. C.

be an induction ceremony for new members. Other guests expected to attend were William McCraw, VCI executive director; John Rowley, Chief Barker, Dallas tent, and Walter Waithall, Dallas.

H. F. Repasz, 58, Leslie, Leslie, Ark., died. He is survived by his wife, his father, his mother, four sons, and four daughters.

New Orleans

Paramount Gulf Theatres, Inc., closed the Majestic, Jackson, Miss., and sold the Lomo, Hattiesburg, Miss.

Mrs. Jack Auslet received word that her sister, Mrs. William Krause, Mound, Lake, Minnetonka, Minn., died after a prolonged illness. Besides Mrs. Auslet she is survived by eight children, several grandchildren, three other sisters, and two brothers.

Recent visitors were Jack Dowling, Haven, Brookhaven, Miss.; George Rayner, Beverly, Gretna, La., and Walter Gilreth, district manager, and Al Riley, field supervisor, RCA.

Honore Tate, Roxy, Lawtell, La., assumed operation of the Louana, Opelousas, La., by purchase from Henry Hargroder. . . . Mrs. Ruth Bohne, secretary to Gaston Dureau, Paramount Gulf Theatres, is taking her vacation piecemeal. . . . Dot Pellerin, Republic, was on her two week jaunt, and S. Nunez returned after a holiday in Galveston, Tex.

At Monogram Southern, Mildred Lindsay was off on a vacation, and Effie Carlisle, head inspectress, was on leave. . . . F. F. Goodrow's re-release, "Pygmalion," was holding steady at the Avenue. . . . Patricia Wagner, Joy Theatres, Inc. "hello girl," was off on a vacation in Pensacola, Fla.

It's a busy day for the bookers when T. J. Broussard, Youngsville, Youngsville, La., and Eugene O. Hicks, New, Ferriday, La., make their appearance. . . . Among those who frequented the Row were: Phillip Salles, Covington, La.; Robert Molzon, Norco, La.; Mrs. Bertha Foster, Violet, La., and Nick Lamantia, Bogalusa, La.

Paul Ketchum, U-I salesman, was introducing his young son, Marty, who doesn't want to be a policeman or a cowboy when he grows up, but a salesman just like pop.

Jack Sanders, Olla, Olla, La., visited buying and booking representative Cecil Howard, Booking Service Company. . . . M. Schoenberg, manager, Orpheum, packed his gladstone for a holiday in New York City. . . . William Murphy, Jr., manager, Southeastern Theatre Equipment, was vacationing.

Joyce Freeling is the new stenographer at National Theatre Supply. . . . In booking were: A. L. Royal, Meridian, Miss.; Hank Jackson, Hattiesburg, Miss.; Lew Langlois, Alamo, New Roads, La.; J. C. Keller, Eunice, La.; F. G. Pratt, Vacheries, La., and Harold Dacey, Lockport, La.

Republic southern managers and district manager, W. L. Titus, Jr., gathered at the Jung Hotel for the regional sales meeting. Managers in attendance were L. V. Seicshnaydre, New Orleans; E. H. Brauer, Atlanta; J. H. Dillon, Charlotte; J. J. Houlihan, Dallas; N. Wyse, Memphis; D. Hunt, Oklahoma City, and H. E. Laird, Tampa, Fla.

Henry Smith, National Theatre Supply, was on vacation. . . . W. L. Collais sold his Webb, Cutoff, La., to Leo Foret and James Alairo. . . . Emile Savini, Atlanta, auditor, Astor, New York, was visiting at Dixie.

Henry Glover, Monogram Southern, spent a weekend in Tampa, Fla., where Mrs. Glover plans to spend a goodly part of the summer. . . . Floyd Murphy, Strand, Vicksburg, Miss., raised the adult admission price from 30 cents to 35 cents. . . . Ed Delaney, Pike, Magnolia, Miss., was in. . . . Popular G. Y. Harrell, Jr., Manley, Inc., visited Alexandria, Opelousas, and Baton Rouge, La. . . . C. K. Kouch, representative, Gadgett's Gulf, Pensacola, Fla., and C. E. Stewarts, Warrington Drive-In, Warrington, Fla., visited.

R. L. Johnson, Johnson Theatre Service, was on an extended trek in the territory. . . . Charles Waterall and his sons, Jack and Charles, Jr., Prichard, Ala., were in for their "baker's dozen" circuit in Alabama and Mississippi. . . . W. Y. DeJarnette, Altec Service, vacationing, said "Home Sweet Home" was the best place.

C. M. Jones, manager, St. Bernard Drive-In, Arabi, La., made the rounds, as did J. N. Guidry and P. J. Vicknair, Nabor, Garryville, La. . . . Roy Pruitt, Atlanta representative, American Desk and Chair Company, visited.

Mel Strauss, Lippert exploiteer, arrived to assist in a campaign on "Little Big Horn," Saenger. . . . Kenneth Giddens, Giddens and Rester Theatres, Mobile, Ala., was hospitalized near Bcone, N. C., where he was stricken with inflammation of the appendix.

E. W. Clinton, Monticello, Miss.; W. E. Limroth, general manager, Giddens and Rester Theatres, Mobile, Ala.; Thomas McElroy, H and M Theatres, Shreveport, La.; Lefty Cheramie, manager, Rebstock, Golden Meadows, La.; C. H. Crossley, Royal, Laurel, Miss., and R. V. De Gruy, Arabian, Strand and Jean, Laurel, Miss., were among the visitors.

Dr. DiBartola, Hackberry, La., made the last round in the interest of his Town. With him was Mrs. J. Elton Trehan, whom he introduced as the new owner-operator.

Paul Woods, Escambia Drive-In, Century, Fla., had the crowds for "Seven Days To Noon." His ballyhoo medium was direct mail advertising. . . . The Hollywood, Coushatta, La., reopened after a brief closing. . . . Zeta Lynn, National Screen Service, was under medical treatment at Mercy Hospital.

L. D. Harris, H and H Drive-In, Newton, Miss., visited. He is now on the bandwagon of EXHIBITOR readers, and Lee and Lionel Boulion, Gentilich caterers, rejoined the bandwagon, ditto Vance Schultz, Southern Seed and Feed Company.

Maxine D'Arcourt, Pittman Theatres' buyer and booker, boarded a flight which took her to Hollywood and a vacation.

Allied Theatre Owners of the Gulf States announced that the next board meeting will be held at the Edgewater Gulf Hotel, between Gulfport and Biloxi, Miss., on Aug. 7-8. In addition to business sessions, there will be fishing and golf. B. V. "Sheff" Sheffield, a Mississippi director, will act as chairman for this Mississippi board meeting.

Harry Goldstein, Allied Artists eastern exploitation representative, arrived to launch an advance exploitation and publicity campaign for "I Was An American Spy," accompanied by Claire Phillips.

Arkansas Little Rock

Localites will see their first television via theatre TV in the Fall, with the announcement by National Theatre Supply of the purchase of a Simplex TV system by Rowley-United Theatres for installation in the 1,250-seat Center. There is no TV station in the city. A coaxial cable link is expected next year.

Florida Miami

Larry Cotzin, assistant, Carib, returned from a vacation to Mexico. . . . Joseph Luter, former manager, Cinema, resigned. Gilbert Levine, assistant, has been acting manager. . . . Harold Watson, manager, Circle, reports a new assistant, Michael Zak. . . . Carroll Lowery, manager, Colony Art, has minor alterations and redecorating going on. . . . Mitch Rubenstein, manager, Center, has a new assistant, George Adonis. . . . The Rosetta closed to permit renovations. Dana Bradford, manager, will be on vacation. Julius Rayvid, assistant, Rosetta, will relieve at the Essex. . . . Arthur Price, Wometco exploitation, returned after hospitalization. . . . The Center and other Wometco houses have been offering Saturday kiddie shows in conjunction with a doughnut company. . . . Bill Hall, manager, Coral, has B. P. Sharpless as assistant. . . . Marathon, Fla., for the salt water fishing, and the Lake Okechobee for fresh water denizens were both part of the vacation itinerary of Essex manager Walton Oakerson and family.

North Carolina Sanford

Lee Drive-In Theatre, Inc., Sanford, obtained a certificate of incorporation from the Secretary of State to operate theatres with authorized capital stock of \$50,000. Incorporators are O. C. Cagle, and Jessie Cagle, Sanford, and Mrs. Cleveland Cagle, Carthage, N. C.

NEWS OF THE

Territory

Chicago

The censor board had a relatively light month in June with but 83 pictures reviewed, totaling 415,000 feet. . . . The Skokie was reopened by Jack Berglin. . . . Jack Schwartz, Monogram salesman, convalesced after hospitalization. . . . Mr. and Mrs. Clyde Brandt, Virginia, Terre Haute, Ind., went to Quebec with their daughter to see her off for Europe.

Richard Piccola was appointed to general manager, Astor, by owner Danny Newman.

Edward Pasco, who sold his Riviera, Port Huron, Mich., bought the St. Clair, St. Clair, Mich., from Alex Slendak.

The 2500-seat Sheridan was sold by Essaness to Temple Sholom. . . . Mrs. Hugh McGregor, Ritz, Arcola, Ill., took a Florida vacation. . . . John Isely was named manager, State, Anderson, Ind.

Harvey Shapiro, Granada assistant manager, and his wife, sojourned at Starved Rock, Ill. . . . John Summers, United Artists staff, had to wear a brace after a brick fell on his foot. . . . Vernon Everoad was made Alliance Theatres city manager in Vincennes, Ind.

Dick Morton's new Portland, Ind., Drive-In, 450 cars, is in full swing. . . . Matt Plunkett, Grand manager, has a five or six-minute intermission between pictures, giving time to patronize the popcorn and candy stand and drink machines. . . . Jack Kirsch, Allied president, weekends at his summer home in Michigan. . . . Turner-Farrer Theatres acquired the 400-seat Nox, Carrier Mills, Ill., from A. M. Chamness.

President John Manta and Van Nomikos, made arrangements for a re-

organization meeting of the Greek relief setup. . . . The Hi-Lander was opened at New Castle, Ind.

Russ Herman, with Warners for 26 years, joined Republic.

The Elkhart State Theatre Company closed its State, Elkhart, Ind., and N. N. Bernstein his theatres in Hammond, Ind., and Harvey and Waukegan, Ill. . . . Milton Officer, United Artists manager, and his wife and son, enjoyed ranch life near Denver. . . . Theatre collection taxes of \$83,491 in June took a dive from the \$105,828 paid in the same month last year. Taxes from all amusements in June, \$132,599, took a drop from the \$162,220 in that month a year ago.

Joe Sarfaty, U-I Illinois salesman, was off on a vacation. . . . Samuel Abrahams, 72, who had operated the Gold, National, and Newberry, died of a heart attack in his Crest. . . . The Pekin and Starlite, Pekin, Ill., admitted full auto loads for \$1.

A man who grabbed a bag containing \$40 through the slightly opened door of the ticket office of the Newberry found himself out of luck when pursued by two aides, who captured him, and dislocated his shoulder in a struggle. . . . Steelville, Ill., is getting a new outdoor through the enterprise of Stuart Morganstern and Woody Schmidt.

J. J. O'Loughlin, United Artists division manager, resigned, and went to California. . . . Mrs. Ruth Cobb Chesire and W. H. Cobb bought the interest of Joy Houck in the Joy, Minden, Ia. . . . Dave Arlen, B and K publicist, and Mrs. Arlen visited relatives in Hollywood.

The name of the Francis, Columbia, Mo., was changed to the Tiger, under the management of Emmett Snodgrass. . . . Eddie Levin, State-Lake publicist, sojourned in the Smokies. . . . Mr. and Mrs. Olin Foehner purchased the Clinton, Beckemeyer, Ill., from Deane Ducomb.

Dallas

State exhibitors seen along Film Row were: Bob Clemmons, Ideal, Fort Worth; Mrs. C. W. Mattson and her daughters, Gladys and Dorothy, Dixie, Rockdale; Homer J. Hodge, Jr., State, Winters; Norman Hodge, Queen, Merkel; Sandy Hodge, Grand, Stamford; O. T. McGinley, Ritz, McGregor; Johnnie Blocker, Carlsbad Road Drive-In, El Paso; J. Beeson, Fiesta Drive-In, El Paso; W. A. Smith, Dunbar, Temple; Marvin McLarty, Circle Drive-In, Lubbock; R. D. Meador, Caprolk Drive-In, Sweetwater; R. M. Shaw, New Drive-In, Tunnertown; Mr. and Mrs. H. H. Stroud, Strand, Hamilton; H. J. Robinson, Texas, Sanger; Horace Payne, Palace, Moody; Sidney F. Smith, Limestone, Groesbeck; Mrs. George Franklin, Colonial Drive-In, Argyle; Walter Billeaud, Bridge, Bridge City; Mr. and Mrs. Ed Neuman, Rex, Waco; H. A. Daniels, Palace, Seguin, and Roy Parnell, Dixie, Athens.

Ed Durham is the new manager, Westerner Drive-In, Fort Worth, Tex. He was formerly with J. G. Long, Coleman, Tex. C. B. Landrum, former manager, Westerner, has been transferred to the Riverside, Fort Worth. . . . Houston Dean and Arthur Sauls are new Columbia salesmen. Dean is taking the place of Jerry Brewster, covering the central and west Texas areas. Sauls is taking the place of Marvin Godwin in the San Antonio territory.

Wallace Walthall, with "The Birth of a Nation," has been booked by Jack Pickens to make personal appearances at the Stardust Drive-In, Uvalde, Tex. Jack Pickens, Stardust, believes this is a "natural" for drive-ins.

The Variety Club was filled to capacity when members enjoyed a fine buffet dinner and the main subjects for discussion were the Boys' Ranch and the Turtle Derby. Conley Lovelace, director, Boys' Ranch, and three boys to be sent to college at Denton, Tex., next fall were guests. C. A. "Pappy" Dolsen gave the Boys' Ranch ball teams a plug. Five new members were introduced: Bill



A sizeable gathering was on hand in Chicago recently at the first annual dinner dance of Loge 15, Colosseum of Motion

Picture Salesmen of America. A feature of the affair was a stage show, emceed by Paramount's popular Lou Goldberg.

Alexander, Mission Dry Corporation, Garland, Tex.; Ed Green, Music Corporation of America; Mickey Horton, Beltonian and Hood, Belton, Tex.; James Thompson, R. N. Smith Theatres, Mission, Tex., and Chester Sandidge, Village, Fort Worth, Tex. John Rowley in introducing Mike Rice, head, Turtle Derby committee, stated "These Derby tickets have got to be sold now." Rice suggested everyone sell itickets. Wilbur L. "Booger" Marshall was announced as chairman of "Carnival Week" which precedes the running of the Derby on Sept. 8. The feature will be a minstrel show, which is to include such first class talent as Bob O'Donnell, "Pappy" Dolson, and Buddy Harris. Other singers or clowning talent was invited to get into the fun.

J. C. Wilson, Fort Worth, Tex., replaced the Forest, which was burnt out earlier in the year, with the Corral Walk-In Open Air Theatre.

Jack Jackson, National Screen Service, was in, and took the plane to Delmar, Cal., for the PCCITO convention.

The lounge of the Dallas has been showing the second annual exhibit of crafts and sculpture of the Federation of Dallas Artists through July and August.

Jonas Rosenfield, Jr., ad manager, 20th Century-Fox, was in attending a meeting of Interstate Circuit exhibitors conferring on the greater showmanship drive being made circuit and state-wide.

Duke Clark, division manager, Paramount, had a meeting of the branch managers. Screenings were held on "Here Comes the Groom" and "A Place in the Sun." In attendance were Harry Haas, St. Louis; Harry Hemburg, Kansas City; C. H. Weaver, Oklahoma City; Howard Nicholson, Memphis; Heywood Simmons, Dallas; Tom Bridge, special representative, Dallas; T. L. Henrich, assistant to the division manager, and Bob Bixler, exploitation and public relations.

Jack Underwood, division manager, Columbia, went to Chicago.

Denver

Tom Knight, owner of theatres in Riverton, Wyo., uses his private plane to get persons to Denver hospitals quickly whenever the emergency arises. The latest to get such a ride was a Riverton lad.

Mike Stewart, Monogram booker, has been made manager, Lakewood, Lakewood, Colo. . . . Robert Hill, Columbia branch manager, was taking part of his vacation to undergo a tonsilectomy. . . . Jack Copeland, former manager, Tabor, recently called back into the air force, was sent to Alaska on a two-year assignment. . . . Oscar Galanter, recently with Columbia, Omaha, has been made office manager for U-I. . . . Kathryn Kincaid, assistant, Rialto, Florence, Colo., has been made manager, succeeding John Tella, promoted to the city managership at Durango, Colo., by Fox Intermountain.

Kansas City

Fox Midwest wound up the finals of the "Charles Skouras Drive" with weeks devoted to Elmer Rhoden.

With flood waters receding, Exhibitors Film Delivery reported that it was again operating in most spots although exhibitors in many cases were meeting the trucks, and taking prints to their theatres themselves from points from which the trucks could operate no further. In this city theatres were not opening until five p.m. and were not operating their air-conditioning equipment as conservation measures. Jack De Lier, U-I salesman, traveled by boat for more than 40 miles when caught in the flood.

RKO's "Behave Yourself" will have its world premiere at the Missouri on Aug. 29 if after-flood conditions permit, it was announced by Robert Mochrie. RKO vice-president and general sales manager.

Los Angeles

Jim Schiller, with offices at 1924 Vermont Avenue, is handling "Where Are Your Children?" and "Black Market Babies" as the James A. Schiller Company.

Fox West Coast closed the Belmont.

Milwaukee

In answer to the "Crisis in Milwaukee," all film companies have expressed their sympathy with the condition that confronts the independent exhibitors. They stated their willingness to cooperate with any distressed situation on an individual basis. In view of the cooperative response, AITO President Marcus is certain that a more satisfactory solution could be reached on an individual basis, and therefore, it was decided to hold the all-industry meeting in abeyance.

Henry E. Ringling, of the world famous Ringling Brothers' Circus family, who operates the Al Ringling and Juliar, Baraboo, Wis., has been endorsed as the next Republican national committeeman by the Republican voluntary committee.

The formula of Tony La Porte, Avalon, for getting a streamlined figure is really working. . . . Marge Arndt took a vacation from Theatres Service Company. . . . Jack Frackman, branch manager, Republic, attended a meeting in Chicago. . . . Martin Barnett, MGM's newsreel man, was at Neenah, Wis., to cover the Sentinel Winnebago Land Outboard Marathon.

The recent benefit show at the Shorewood was sponsored by a group of Shorewood women who assured a young woman, crippled with multiple sclerosis, treatment which will cost about \$1500.

Charlie Fox's theatre in Minneapolis will be rented for the summer to a church group, while his Empress will show burlesque films. . . . A special screening of "Take Care Of My Little Girl," in which Jeffrey Hunter has a

role, was held at the 20th Century-Fox exchange for his parents, Mr. and Mrs. Henry McKinnies.

Ben Marcus, president, AITO, was selected as one of the delegates to represent Allied at the round table discussion scheduled to be held in Los Angeles. . . . The board of directors of AITO and wives will be guests of Oliver and Ray Trampe at their home at Phantom Lake, Wis., for a day's outing in conjunction with the regular board meeting on Aug. 14.

Orville Langheinrich, Burleigh, took a few days off for a fishing trip up north.

When Fox-Wisconsin hands out exploitation awards, Miss Estelle Steinbach, Downer manager, should head the list. In addition to being credited with originating and promoting Fox's kiddie programs, she has proven that with proper exploitation, a good picture can click. After booking the film, "Of Men And Music," she and her staff made over 500 contacts. From speaking before every organization in this area available, she went to the schools, colleges, art classes, and patrons, had a number of screenings, interviewed composers, etc., and used a 42-point approach to put the picture over. Her six-week campaign paid off. People came who hadn't attended in years.

Two drive-ins that recently became members of AITO are the Delta Outdoor theatre, Wisconsin Dells, operated by Unity Theatres Management Company, and the Hi-Way 10 Outdoor Theatre, Waupace, Wis., operated by Albert Behm.

The La Crosse Register, the Catholic diocese newspaper, printed a four page list of 7,760 movies rated by the Catholic Legion of Decency in the last 10 years.

State exhibitors in town booking were: William L. Ainsworth, Fond du Lac; S. J. Goldberg, Wausau; Eric Brown, Plymouth; Nick Burg, Sheboygan; W. C. Fischer, Campbellsport; Larry Beltz, Wausau, and F. J. McWilliams, Madison.

The television movie, "Pharmacists' Mate," produced in Hollywood in cooperation with the navy, with Brian Donlevy cast in the leading role, was viewed by De Pere, Wis., Rotarians.

Truman Schroeder was a busy man. In addition to being booker for S and M Theatres, he managed the Tosa, Wauwatosa, Wis., while Doug Groenert went on maneuvers with the Reserve at Camp McCoy, Wis.

The Building Code Advisory Committee of the Wisconsin Industrial Commission has completed its work on drafting the orders for the new drive-in code, and it is now being printed for distribution, after which there will be public hearings in various parts of the state. The exact dates and places of the hearings have not been set, but they will take place some time in August. This code is believed to be the answer to cleaning up a lot of the wildcat drive-ins now in operation.

Minneapolis

Central Minnesota exhibitors meeting at Perham, Minn., voted approval and support of North Central Allied's newspaper clinic to be held in Minneapolis in the fall. About 20 exhibitors and their families attended. Lowell Smoots, Little Falls, Minn., exhibitor, presided, and Stanley Kane, NCA executive counsel, outlined NCA's public relations plan for the clinic. Kane also told the group of other plans.

G. Ralph Branton and Consolidated Agencies, Clarence A. Schultz, pooled their interests at Marshalltown, Ia., with Consolidated to operate Branton's recently-acquired Odeon and Casino and CA's Strand. Neal Houtz has been named city manager, Odeon, Casino, and Strand, by Schultz.

The Pan has been reseated. . . . New loge seats have been installed in the Orpheum. . . . Milt Toroehler, manager, Orpheum, Davenport, Ia., vacationed at Park Rapids, Minn. . . . Raymond Langfitt, manager, Orpheum, Dubuque, Ia., vacationed in Paynesville, Minn. . . . Joe Mlinar closed the Roxy, Spring Valley, Minn., for a complete remodeling, and plans to reopen the house in August. Meanwhile, he's operating a drive-in.

Art Ableson, 56, associated with E. R. Ruben in the operation of theatres at Devils Lake, N. D., died. A brother, Robert, is on the Paramount sales staff at Los Angeles. . . . J. S. Erickson closed the Rex, Kingsford, Mich., and will convert the property to commercial use. . . . Al Aved, 100-Twin Drive-In, has taken over operation of the Corral, outdoor stand, Moline, Ill.

Delays in deliveries of construction material held up the opening of Urban Stolpman's new drive-in at Big Stone City, S. D. . . . Mr. and Mrs. W. A. Johannsen recently celebrated their 25th year in show business at Paullina, Ia. They opened the Wonderland on June 27, 1926. . . . Irving Stahlke sold the Time, Kenyon, Minn., to L. L. Garnant, owner, LeRoy, LeRoy, Minn. . . . William C. Gretmocker is the new owner, Park, Bellingham, Minn.

Alice Kuhlmann, WB cashier, vacationed in northern Minnesota. . . . New at WB are Elizabeth Horbal, typist, and Adrienne Petroff, stenographer. . . . Shirley Tuberman, biller, WB, left to be married. . . . Recent out-of-town exhibitors in were: Dan Peterson, Brookings, S. D.; O. J. Roscoe, Lake Benton, Minn.; Al Buchholtz, Durand, Wis.; William Danielz, Elmore, Minn., and Harvey Thorpe, Crosby, Minn.

Oklahoma City

George Harold Dunford, 79, one of the city's pioneer theatre owners, died. He had been ill for 15 years. He was permanently injured in an automobile accident in 1935.

The world premiere of Warners' "Jim Thorpe, All-American" is scheduled for Aug. 23 in Muskogee's Broad-

way, Charles Parker, manager, announced. Parker invited Theatre Owners of Oklahoma, Inc., board members to attend the premiere festivities. Film star Burt Lancaster, Jim Thorpe, and many Indians are expected to attend.

Omaha

The passing of Mrs. C. C. Klotz, WB inspectress, was mourned.

A. Sorenson, Vogue, Beresford, S. D., was prominent in the town's recent "Horse and Buggy Days" celebration.

Portland

In Astoria, Ore., fromer Seattleite Kenneth "Bud" Anderson, city manager, J. J. Parker Theatres, has put real showmanship ideas into effect. For "711 Ocean Drive," he had a squad of off-duty patrolmen escort the print of the picture directly to the projection booth. On "Kansas Raiders," he swung a very practical dummy by the neck from a hangman's noose thrown over the top of the marquee. For "Up Front," he utilized the fife and drum corps of Clatsop County Post, American Legion.

In Billings, Mont., there was a monster celebration in conjunction with the world premiere of "Warpath."

Archie Holt, ace salesman for U-I, is again covering south Oregon and particularly Coos Bay.

Quincy, Ore., a fast-growing area, is scheduled to have its first theatre this year, according to contractors Ewert and Butler. Work has started on a block-square structure on First Avenue.

Western Theatre Equipment Company, which has supplied equipment to many Oregon and Washington theatres, has been liquidated. The concern has been succeeded by Inter-State Theatre Equipment Company, Joseph Becker, owner-manager.

St. Louis

Mr. and Mrs. Paul Krueger, son Ronnie, and Mrs. Fred Wehrenberg are vacationing in the Krueger's lodge at Vergas, Minn.

Arnold Berger, general manager, Mid-West Drive-In Theatres and other theatres controlled by Phil Smith, Boston, was visiting. . . . The Strand, Ridgway, Ill., observed the fifth anniversary of its operation. Clyde Miner, owner-manager, was a gracious host.

In Taylorville, Ill., William Grant, resident manager, Frisina Amusement Company, announced that an extensive clean up and redecoration program is to be carried out at the 620-seat Ritz.

In Lawrenceville, Ill., a complete new sound system has been installed at the State, H. E. Stevens, manager.

Sol Mankins, Monogram-Allied Artists salesman, is recovering from illness. . . . Bob Woodley, MGM booker

for the past 30 months, recently was promoted to office manager, succeeding Harry Hopkins, traevling the Northern Illinois and Northern Missouri territory for the St. Louis branch.

Installation started on the television projection and theatre-screen TV for the New Shenandoah, Sam Komm Theatres. It is planned to give TV programs there in about 45 days, being dovetailed into the regular shows of the theatre. The St. Louis branch of Joe Hornstein, Inc., sold the equipment, and is to provide the necessary engineering services.

The Motion Picture Theatre Owners of St. Louis, Eastern Missouri, and Southern Illinois will hold its 1951 annual meeting in St. Louis on Nov. 5 and 6, it was decided. President Tom Edwards, Farmington, Mo., who presided, appointed a special committee, Martin Davis, St. Louis, chairman; Tom Bloomer, Belleville, Ill., and Mrs. Bess Schuller, Louis K. Ansell, and Lester Kropp, all of St. Louis, to have charge of the general plans. The meeting also discussed the forthcoming TOA convention and a report on the recent activities of the public relations committee in conjunction with the Kiwanis International convention in St. Louis and Bill Powell's address to a meeting of the Fairfield, Ill., Rotary Club. It was voted to recommend to members of the MPTO that they protest to their Senators and Representatives against enactment of Section 1701-A of the proposed amendment to the Internal Revenue Laws.

Out-of-town exhibitors in included: Herman Tanner, Vandalia, Ill.; Homer Hulse, St. Clair, Mo.; Pete Medley, Sikeston, Mo.; Harry Pitner, Fairfield, Ill.; Charles Beninati, Carlyle, Ill.; Tom Bloomer, Belleville, Ill.; A. B. Magarian, East St. Louis, Ill.; Tom Edwards, Farmington, Mo.; W. E. Waring, Jr., Cobden, Ill.; Eddie Clark, Metropolis, Ill.; Bob Marahbank, Washington, Mo.; Bill Williams, Union, Mo.; Joe Goldfarb, North Alton, Ill., and Marc Steinberg, East Alton, Ill.

Tommy James, owner, Strand, New Comet, and Douglass, became a grandpa when the stork delivered a baby girl to his daughter-in-law, Mrs. Demitris James, at the Missouri Baptist Hospital.

Salt Lake City

John Derek, star of "Mask of the Avenger," arrived to make personal appearances in connection with the opening at the Capitol. He was accompanied by Jody Lawrence.

Salt Lake City's annual celebration of "Pioneer Week" served as background for the western premiere of Paramount's "That's My Boy." Two theatres, the Center and the Utah, were designated as kick-off points for the Hal Wallis comedy to help usher in the State of Utah's yearly festival dedicated to the early settlers. Cast members and other stars took part in the "Pioneer Week" celebration, and appeared on the stage of the two theatres.

Gene Autry stopped briefly sans Champion.

When Utah celebrates the coming into this city of the Mormon pioneers in 1847, Claude Rains will be a guest artist. Rains will be narrator for the pageant, "Sands and Stars."

Francis X. Bushman, silent screen idol, will arrive on July 29 for a two-day visit in connection with "David and Bathsheba."

San Antonio

John G. Santikos, Josephine, returned from Philadelphia, where he attended a school. . . . Ulysses Cazanas, coowner, Fiesta Drive-In, made a booking trip to Dallas. . . . Manuel Womble, Alto and Royal, La Feria, Tex., was in. . . . All boys who entered the San Antonio Soap Box Derby received passes to admit them to the Josephine and the Fredericksburg Road and Trail Drive-In.

Gus Lavenant, exhibitor, has been named new station director, KBOP, Pleasanton, Tex. . . . Harry J. Ellis has taken over ownership and operation of the Leland, Taft, Tex. He was formerly with the J. G. Long Circuit. . . . George W. Sullivan purchased the Runge, Runge, Tex., and will move from Corpus Christi, Tex., to take over the operation. . . . The Lamar, Beaumont, Tex., instituted a special "Vacation Day's" prices during July. Adults are admitted for 25 cents, and kids under 12 free with their parents.

Miguel Contreras Torres, of Mexico, producer of "Pancho Villa Returns," Texas, was in for the opening. Also here for the showing were Harold Schwartz, Tower, Dallas and Robert Amos, Altec-Lansing, Dallas. . . . Douglas Naylor, manager, Woodlawn, is enjoying a vacation. . . . Lillian Mume, secretary to Jack Chalman, city publicity director, Interstate Theatres, is back from a vacation.

San Francisco

The Downtown, operated by Edward G. Maley, resumed weekend stage revues with single nightly shows on Thursday, Friday, and Saturday evenings. . . . George Mann was host at luncheon to Superior Judge Samuel F. Finley and Albert Evans, of the law firm of Evans and O'Gara. . . . Sid Weisbaum now serves tea in his Sunny-Mount and West Side administrative offices.

Harry Mandel, national director of publicity and exploitation, RKO Theatres, visited. . . . Live-wire publicists were U-I's Mike Vogel, Anne Belfer, North Coast Theatres, and Bill Blake, Golden Gate. Vogel, assisted by Miss Belfer, made a tie-in which resulted in a new Nash convertible carrying credits for the U-I films, "The Groom Wore Spurs" and "Katie Did It." For "Alice In Wonderland," Golden Gate, Blake made a special deal with the Emporium to feature Kathy Beaumont at the store's big band-stand show.

John Norcop, publicist, Fox West Coast Theatres, resigned. . . . On the

sick list were Frank Woods, Robert Lippert executive, and J. Earl Henning, Lippert official, who underwent surgery at St. Mary's Hospital. . . . Fox West Coast Theatre's 900-seat Hopkins, Oakland, Cal., closed. . . . Exploitation-minded manager was Maury Schwarz, Bridge, who garnered publicity and art in The Call-Bulletin when he posed with newspaperboys in a magnet stunt prior to the carriers' special theatre party which ushered in "The Magnet."

Rex Film Distributing acquired from Noel Meadow Associates the sub-distribution rights for the 11 western states to "The Eagle With Two Heads."

Republic's Pacific Coast manager Francis A. Bateman held a sales conference with six Republic branch managers. Those present included Jack Dowd, Los Angeles; George Mitchell, San Francisco; Jack C. Partin, Portland; Paul McEhlinney, Seattle; Thomas McMahan, Salt Lake City, and Gene Gerbase, Denver.

Max Bercutt, Warner publicist, has been in Seattle and Portland. . . . The Row was busy with state theatremen booking. Among them were Earl Boles, Crescent City; Ernie Glascock, Woodlake; J. C. Lee, Quincy, and Warren Johnson, Highway City. . . . Dispatched by manager James Myers, Monogram, to sell films were Howard Butler, on a trip through the San Joaquin Valley, and Alan Heid to the Sacramento Valley and Nevada territory.

San Francisco theatremen attended a mass at St. Boniface church for the late James O'Neal. . . . New to the Row is Carl Scott, Jr., working as a shipper at Columbia, replacing Jansen Stanley, resigned. . . . Bob Borovoy, owner, Cortland, went to Boston to bring his parents back with him. . . . Bill Lanning, head booker, Columbia, has been confined because of illness. Carrying on were bookers Henry Stark and George Strebling.

Fay Reeder, Fox West Coast executive, has fully recovered from his recent operation. . . . Office manager George Glosser, United Artists, requested that he and booker Frank Harr exchange jobs. This has been done. . . . Lou Marin, United Artists publicist, has been in town working on "Cyrano," United Artists.

Back from vacations are MGMers L. C. Wingham, manager; Bess Huntoon, cashier, and Edna Ward, inspectress. . . . Back at Monogram after vacations were cashier Agnes Cannon and inspectress Millie Williamson. . . . Isabelle Fletcher, secretary, Sunny-Mount and West Side, was on vacation at Minneapolis. Al Laurice and Sid Weisbaum were pinchhitting. . . . Paramount salesman James French was in town. . . . Away from Paramount for vacations were Mrs. Daisy Kehoe, ledger clerk, and Marty Zukrov, clerk. Salesman Jack Stevenson, Paramount, is continuing his weekend trips to Lake Tahoe.

The California Theatres Association and Affiliated Industries, Inc., reelected

nine of its former directors in addition to new directors Mark Alling, manager, Golden Gate, and D. B. Levin, owner, Grand. Reelected were Abe Blumcnfeld, Roy Cooper, L. S. Hamm, Graham Kisslingbury, Ben Levin, George Nasser, Boyd Sparrow, C. V. Taylor, and Jerry Zigmond. Hulda McGinn, public relations representative, received high praise for her work.

Bob Rhodes, Monogram Studios, was instrumental in having Kirby Grant named honorary grand marshal of the parade which celebrated the California Cantaloupe Roundup at Fireball, Cal. . . . Anne Belfer, North Coast Theatres publicist, succeeded in getting newspaper breaks and stories for her "The Prince Who Was A Thief" stunt. Miss Belfer was assisted by Mike Vogel, Universal-International.

Bookkeeper Carol Neilson, North Coast Theatres, was expected back from her vacation, and Orpheum manager Jack Miller was expected back from a vacation trip.

Seattle

Among state theatremen attending the annual meeting of the Pacific Coast Conference of Independent Theatre Owners at Del Mar, Cal., were: L. A. and Mrs. Gillespie, Okanogan; Fred Mercy, Jr., and Mrs. Mercy, Yakima; B. F. and Mrs. Shearer, Hal and Ethel Daigler, Fred Danz, B. C. and Mrs. Johnson, Jack and Mrs. Neville, and Will J. Conner, all of Seattle, and Ferd Nessel, Walla Walla, and Chester and Sue Nilsson, Tacoma.

News of the death of Jimmy O'Neal came as a shock to his many Seattle friends, who had seen him when he was here on a mission connected with a proposal to form a Variety Club.

Paramount is settled in its new quarters on Film Row. The new location was formerly occupied by ELC. . . . Naomi Garcia, secretary to Henry Haustein, Paramount branch manager, returned from vacation.

Walter Rowe and party returned from a successful fishing trip to Bridge Lake. . . . B. C. Rowe operates the Crest, Broadway, and Columbia. . . . Mrs. Eldon Pollock, Jr., was ill. . . . Lottie Rosen, secretary, Midstate Amusement Company office, Walla Walla, Wash., was in on a vacation trip. . . . Virginia Jungmeyer, boxoffice clerk, 20th Century-Fox, left on a vacation accompanied by her husband, Ted Jungmeyer. . . . Paul McEhlinney, Republic branch manager, left for a sales meeting in San Francisco. . . . Morrie Segel, former salesman for United Artists, Portland, and now a distributor of independent films, was in.

Among state exhibitors on the Row were: Mrs. Norman Clyde and her twin daughters, Langley; E. A. Darby, Naches, and his father, who manages the Top-Hi, Toppenish; Guy Spencer and son, Tacoma; Al Frank, Yakima; Willard Andre, Kent; Joe Rosenfield, Spokane, and Glenn McLeod, Lopez Island.

NEWS OF THE

Territory

BRANCHES
Cincinnati

William Bein, National Screen Service district manager, was in St. Louis. . . . Terry Stenger Siess returned as booker and office manager assistant, U.A. . . . Matilda Banister is the new secretary to general manager Selig Seligman, Northio. . . . Tony Sporn, Ohio Management Association, visited.

Vacations reached the halfway mark. Recent lucky ones were, from Realart, Anise Epstein, bookkeeper, and Harry Yutz, head shipper; U-I, Florence Schmaker, cashier; Jim Christian, head booker; Ann Wyer, contract department, and Ruth Rudin, telephone operator; Dorothy Schuster, secretary to Rubin Shor, West Virginia Allied; Alex B. Hampton, Kentucky representative for Manley, Inc.; Columbia biller Margie Zander; National Screen Service, Ben Bein, service head, and Rose Veir-ling bookkeeper; MGM, inspectresses Lillian Gulden and Margie Gubser; Mike Berger, head booker, and Mary Yunger, secretary, and Paramount, Nadine McCracken, booker's stenographer; Betty Turner, contract department, and John Gentile, West Virginia salesman.

Visitors included: Robert Moore, Hughston, W. Va.; G. W. McCoy, Williamson, W. Va.; Charles Scott, Vevay, Ind.; Fred Donahue, New Boston, O.; Jack Needham, Columbus, O.; Vernon Berg, Yellow Springs, O.; Bill Settos, Springfield, O.; Moe Potasky, Troy, O.; George Turkulas, Hamilton, O.; Charles Creago, Chillicothe, O.; Walter B. Hannah, and J. N. Brandenburg, South Shore, Ky.; John R. Poe, Maysville, Ky., and Jack Hoffman, Greenup, Ky.

Cleveland

Lee Siegel, formerly assistant to exploiter Ted Tod in the 20th Century-Fox Chicago branch, has been promoted to exploitation field representative of the Cleveland office, handling the Cleveland, Cincinnati and Pittsburgh branch areas.

Attendance at the third exclusive TV large screen fight presentation at the RKO Palace failed to reach the attendance heights of the two previous presentations. While the two previous fight presentations resulted in capacity attendance, this was at least 30 per cent under capacity.

Edward Miller, manager, Hippodrome, under Warner operation for very many years until the house was turned over to the new owners, Herbert Scheftel and Alfred G. Burger, left for Arizona in an effort to lose his arthritis. Upon his return, he will take over the management of Warners' Vogue, first-

run neighborhood. Jack Silverthorne is now in charge of the Hippodrome, having been transferred from the Telenews, which he managed for Scheftel and Burger. Sylvan Goldfinger is handling the buying and booking for the Hipp.

Sid Zins, Columbia field publicity man, was in town setting up a campaign on "Mask of the Avenger," Hippodrome.

The Auto Voice Drive-In is the new name for the former Valley Auto Theatre on route 21 near Barberton, O., which did not open this spring. The outdoor theatre has been purchased by the Auto Voice Amusement Company. The new owners are remodeling it, and installing the newest type of Auto Voice talk-back system. This is a device whereby car patrons use the speakers to order from the concessions stand.

Carl McKnight, who, with Carl Blake, owns the Reynolds Drive-In, Sharon, Pa., was in getting replacement equipment for some destroyed in a storm. . . . Timmy, one of the twin four-year-old sons of Jack Essick, Modern Theatres Circuit official, cut his eye on a piece of broken glass but the sight was saved by an emergency operation.

Larry Greib, U-I field publicity representative, was in concentrating on "Francis Goes to the Races" and "The Prince Who Was a Thief."

Arnold Gates, manager, Loew's Stillman, "sold" "King Lady" to the passing public by placing a veiled beauty in the outer lobby, and offering free passes to correct guessers of her age.

Charles Rich, now an independent distributor, is handling "Angelo" throughout Ohio. Imperial distributed it.

State out-of-town visitors were: Murray Baker, Northio buyer-booker, from Cincinnati; Shea Ohio managers Bert

Schoonmaker and Jim Beidler, Toledo; Herb Krouse, Edgerton; Kalmen Erdely, Home, Youngstown; Chris Velas, Bellaire; Glenn Flieman, Woodsfield; Peter Wellman and son, Girard; Jack Gutilla, DeGraf; Frank Slavik, Middlefield; Joe Shagrin, Helen Ballin, Youngstown, and Leo Jones, Upper Sandusky. Jones expects to open his new Carey Drive-In, in Carey, O., the end of this month.

The 20th-Fox "David and Bathsheba" touring truck attracted a lot of attention.

Phil Harrington, MGM salesman, sold his Cleveland Heights, O., home and is now living in suburban Chagrin Falls.

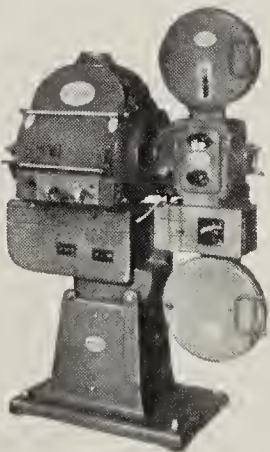
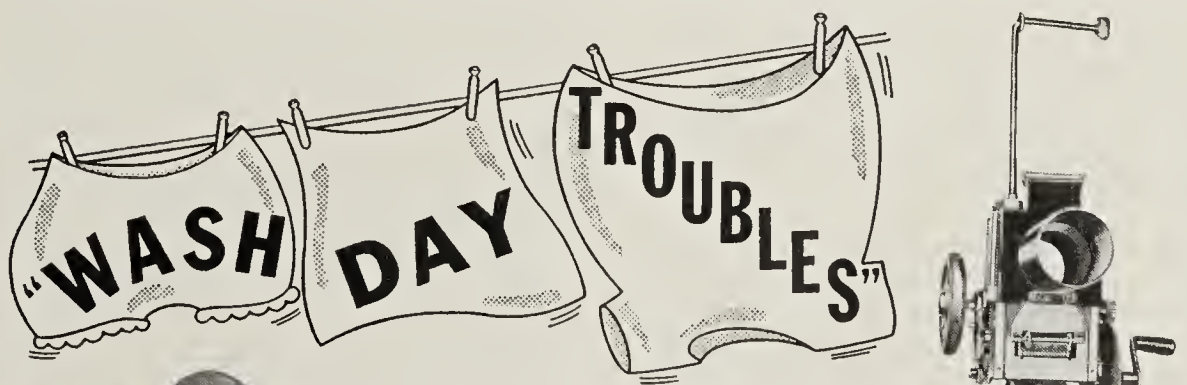
Nat Lefton, who has been retired the past five years, is expected here from his winter home in Venice, Fla. He has just completed construction of a new house in Florida, and plans to spend a few weeks in Cleveland before proceeding to his Michigan summer home. . . . Marion Ward, secretary to J. S. Jossey, is receiving birthday congratulations.

World premiere of "A Millionaire for Christy," the Bert Friedlob production for release by 20th Century-Fox, will take place at the Hippodrome on Sept. 12. Selection of the Cleveland theatre for the festivities was made because of its being star Eleanor Parker's home town.

Detroit

Floyd W. Chrysler, veteran salesman, announced that he was resigning from MGM after 24 years to establish the Chrysler Associated Theatres as a buying and booking service. The five Cassidy Circuit houses have been added. Headquarters are at 8843 East Jefferson Avenue.

The News and Times announced an increase of five cents per line rate for amusement advertising affecting the



An Edison Picture, was shown in 1896 on Motiograph's first projector, the Optigraph. In 1908 Motiograph's Model "1A" was used for projecting "Uncle Tom's Cabin". In 1916 the Model "E", was putting Griffith's "Intolerance" on screens. The Model "F" projected Rudolph Valentino's "The Four Horsemen of the Apocalypse"; the Model "H", in 1923, for "The Covered Wagon"; the Model "HU", in 1935, for "The Informer" and, in 1936, the Model "K" for "Mutiny on the Bounty". Motiograph has really grown up with the movies.

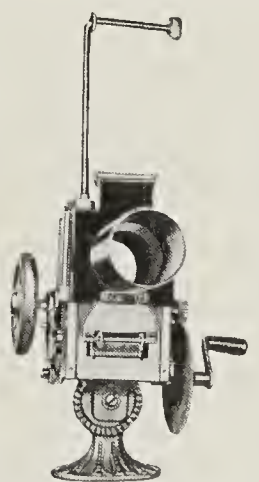
Many of these old Motiographs, still running, give promise of even more years of service. It seems you simply can't wear them out!

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"directory" type ads. The rate would mean a \$2.80 increase per house per week, assuming the typical four-line box used in each paper were continued.

Indianapolis

Joseph Walsh, head of branch operations, Paramount Pictures, was in.

Pittsburgh

The Superior Motion Picture Supply Company, established in 1927 by the late Arthur Morrone, who passed away a couple of months ago, has been absorbed by the Alexander Supply Company, Jim Alexander, Sam Fineberg, and Tom McLeary. The combined establishment will make its headquarters in the offices of Superior on Van Braam Street. Alexander's offices at present are around on the Boulevard of the Allies.

Jan Notopolous left United Artists to join U-I as salesman, filling the vacancy created when Carl Reardon was promoted to branch manager in New Haven. . . . Father of Henry Burger, Warner Theatres publicity head, underwent an emergency operation. . . . The son of manager Olcott, Mount Oliver, was seriously injured in an auto accident. . . . Vince Josack, former salesman, is now reported working for Warners out of the Charlotte exchange.

Arthur Levy, presently sales manager for United Artists, has been named Washington, D. C., branch manager. Levy had been with Columbia for over 20 years, much of that time as branch manager. He resigned to join Cooperative Theatres Service in Cincinnati, and later quit to go back to distribution in Cleveland. He was brought back to Pittsburgh as ELC branch manager. When that company was absorbed by United Artists, he was brought along to become sales manager.

The third exclusive TV fight show at the Fulton saw another capacity crowd.

Jimmy Ley is the father of a five-pound girl. He's head booker at U-I. . . . A group of eight drive-ins in Greater Pittsburgh have contracted to present three Columbia pictures first-run, without the pictures getting a downtown date.

The son of Mike Manos received his second lieutenant's commission in the USAF after training near San Antonio, Tex. The Manos Circuit of more than 20 theatres headquarters in Greensburg, Pa.

Forney Bowers, assistant manager, Fulton, moved in with manager John Walsh while the Walsh family is spending the summer in Newport, R. I. . . . Dinty Moore, district manager, Warners, was in Atlantic City, N. J., for a vacation. . . . The Saal Gottlieb testi-



Piper Laurie, starred in U-I's "The Prince Who Was A Thief," is seen at the recent world premiere at the Michigan, Detroit, with co-star Tony Curtis.

monial dinner held by the Variety Club turned out to be the most successful this year. . . . E. C. Kanioris, owner, Wilmington, New Wilmington, Pa., transferred ownership to Harry Hedrick.

The Rialto, Beaver Falls, Pa., was the scene of the naming of "Miss Beaver Valley of 1951" as a contestant for the "Miss America" contest.

John B. Wilson closed the Koppel, Koppel, Pa., and departed for California. The house expects to reopen in September. . . . Marion Willett Cebula and Peggy Doyle and RKO have parted company. . . . Mary Lou Taylor is back at work in the Lou Hanna offices. . . . Walter Macintosh, Paramount auditor, was busy as was Rube Perlman, United Artists home office playdate specialist. . . . Three closings are the Roxy, Monaca, Pa.; Crystal, Meadowlands, Pa., and Profio, Cecil, Pa. . . . The Sam DeFazios celebrated their 35th wedding anniversary. He manages the Harris Liberty and formerly ran the downtown Harris. . . . The wife of A. P. Way, DuBois, Pa., theatre owner, is recuperating after an operation.

Mrs. Perry Nathan, wife of the National Screen Service branch manager, is in Colorado Springs, Colo. Bill Mack, salesman for the same company, is on vacation with his family in Syracuse, N. Y. . . . Harry Thomas, manager, Schenley, was forgetting business in Atlantic City. . . . Mike Cullen, former manager, Loew's Penn, has been recalled into the army. He was a major in the last war in charge of army entertainment in the European theatre. . . . Mike Manos purchased large screen TV for three of his theatres, and five independent theatre owners have contracted for sets, also. . . . The Abe Denmarks, she was Corinne Cohen, Paramount, are honeymooning at Scaroon Manor, in the Adirondacks, N. Y.

The Harris, Beechview, Pa., is offered for sale. It consists of two stores and a bowling alley in addition to the theatre. . . . Tony Latella, owner, Miami and Temple, Springdale, Pa., hung a large for sale sign on the front of the Temple, closed for several weeks. . . . Charles Truran, once manager, Park and Meade, Meadville, Pa., is confined to a hospital. His son is a salesman in West Virginia for National Screen Service.

Kentucky Louisville

Exhibitors visiting included: James Atterbury, Town Hall, Winchester, Ky.; Mrs. L. M. Denton, Shepherd, Shepherdsville, Ky.; Gene Lutes, Capitol, Frankfort, Ky.; Jack Crouthers, Harrod, Harrodsburg, Ky.; Tom Maxedon, Shelby and Burley, Shelbyville, Ky.; Jim Howe, Richland, Carrollton, Ky.; Bob Enoch, State and Grand, Elizabethtown, Ky., and Ralph Quarles, Majestic, Springfield, Ky.

At the meeting of the directors and officers of the Kentucky Association of Theatre Owners, a convention committee was appointed to handle the annual KATO convention in October. Members are C. R. Buechel, Mary Anderson, chairman; W. E. Carrell, owner, Falls City Theatre Equipment; E. L. Ornstein, Ornstein Theatres, Brandenburg, Ky.; C. K. Arnold, Arco and Melody, Bardstons, Ky.; Katie Overstreet, Fourth Avenue Amusement Company, together with Guthrie F. Crowe and Nell G. Borden, president and secretary, respectively. . . . Mr. and Mrs. Ralph Quarles, Majestic, Springfield, Ky., are the parents of a baby boy.

By unanimous resolution of the Kentucky Association of Theatre Owners it was agreed that immediately after the August primary, a series of Congressional district meetings should be held at some convenient location in each Congressional district. It was also requested by the KATO that all members of KATO oppose Section 1701-A of the new federal tax bill, providing exemption of these groups from admission taxes.

A strong KATO committee has been named to try to devise ways and means to stimulate attendance at the boxoffice. Members are Buddy Arnold, chairman; Gene Lutes, Ralph McClanahan, Eddie Ornstein, Harold Sliter, Irving Long, Johnson Musselman, and Katie Overstreet.

Otto Marcum, coowner, St. Clair, Lebanon Junction, Ky., and the Bedford Drive-In, Bedford, Ind., and a resident of Louisville, passed away at St. Joseph Infirmary.

Ohio Columbus

An unusual tieup was set between United Artists and The Citizen for the award of the "Jose Ferrer-Cyrano" prize to the winner of annual Soap Box Derby for youngsters sponsored by the Scripps-Howard newspaper, part of the promotion campaign in behalf of the opening of "Cyrano de Bergerac" at the RKO Palace. The tieup was arranged by Milton Harris, in charge of the opening under UA exploitation manager Mori Krushen.

Dayton

Following a recent fire prevention check on local theatres, Fire Chief Forrest B. Lucas stated theatre conditions were "generally satisfactory."

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NEWS OF THE

Territory

Boston
Crosstown

At the House of Representatives, Carol Woods, touring on behalf of Darryl F. Zanuck's "David and Bathsheba," was presented. The Honorable Timothy O'Neil, Speaker of the House, introduced Miss Woods to the solons, telling of her tour. Miss Woods was given a rousing ovation. Press photographers were permitted to the House chambers to take pictures of the event. Miss Woods appeared on six radio shows and three television programs, in addition to visiting the various city rooms of the Boston papers to leave press material. At the 20th Century-Fox exchange, Miss Woods met several exhibitors, including Samuel Pinanski, Martin Mullen, Nathan Yamins, Arthur Lockwood, and Louis Gordon. One of the highlights was a visit to the Boston Public Library.

Several meetings to tee-off a New England Better Business campaign have been held in American Theatres' president Sam Pinanski's office recently, with about 25 leading exhibitors and press agents attending. Plans are being worked out for a unified all-out showmanship drive utilizing all advertising media, publicity, and exploitation gimmicks in order to plug top films soon to be released. Present at the initial meeting were: Charles Kurtzman, Northeastern division manager, Loew's Theatres; Ben Domingo, division manager, RKO Theatres; Ted Fleisher, Interstate; Arthur Lockwood, Lockwood-Gordon; Max Levinson, Levinson Circuit; Dan Finn, B and Q Circuit; Abner Eilenberg, Middlesex Amusement; Arthur Howard, Affiliated; Herbert Higgins, buyer and booker; Ray Feeley, Independent Exhibitors, and flacks James "Red" King, RKO; Paul Levi, ATC; Jack Saef, NET; Bob Newhook, Loew's; Frank Lydon, Allied Theatres, and Harry Browning, NET, and ATC district managers, Francis McManus, John Carroll, and Harry Wasserman.

The Firemen's Disaster Relief Fund, set up in Brockton, Mass., to aid the widows and children of the 13 firemen who perished in the Strand fire on March 10, 1941, was closed out recently when the ninth account was allowed in Plymouth Probate Court. The fund collected more than \$125,000 by donations and tag days during the period immediately following the disaster, with donations received from all parts of the country. The money was intrusted to a board of trustees, formed by Brockton's leading citizens, who distributed the funds to the stricken families over a 10-year period. The final account was allowed by Judge Harry Stone, who was one of the organizers of the fund.

Herbert Copelman, general manager, Snider Circuit, has accepted chairman-

ship for exhibitors in Metropolitan Boston for the Red Feather Community Fund Drive, which starts in the fall. Ben Rosenwald, resident manager, MGM, has accepted a comparable post during the drive for distributors.

Norman Glassman, president, Independent Exhibitors of New England, called a meeting in the Lawrence-Lowell, Mass., area for confabs with the committee on industry improvements, Leslie Bendslev, Irving Isaacs, Leonard Goldberg, and Ray Feeley. Main subject of discussion was the slump of business which is accented by inflated overhead costs, a matter the group feels has to be brought into line. While no cure all for industry ills were discovered, the boys feel such meetings are bound to be beneficial, and Glassman plans to call them periodically in various areas.

Eliminations ordered last fortnight by the Bureau of Sunday Censorship included the following: "Pickup," parts 1 to 8. (Deletions: Dialogue, "If you insist—a business call," in part 3. Dialogue, "That old bag," in part 3. Dialogue, "... but I know what I want," in part 5. Dialogue, "Oh, it's just too disgusting," to and including, "I had to lock myself in my room," in part 6.) Columbia; "Show Boat," parts 1 to 12. (Deletions: Dialogue, "Why, that trumpy, little—", in part 9.) Loew's.

A nifty turnout of approximately 150 members and guests attended the Variety Club's "Day at the Races" at Narragansett Park, in what was unanimously acclaimed just about the greatest shindig ever staged by the club. Leonard Goldberg, Adams, Quincy, Mass., was the lucky holder of the winning double's ticket, and grabbed himself a \$45 pot but the rest of the gang still moan because they didn't take advantage of the selections picked by Al Clark and Myer Stanzler, who passed around "Al and Myer's Selection Sheet," for the guys came up with eight winners on a nine race card. In fact, it's rumored several local dailies are negotiating with them offering them jobs as handicappers. A terrific buffet luncheon, catered by H. N. Stevens Company, preceded the races and reports are that maitre d' Marty Winn handled the details and service flawlessly. Following the races, dinner was served at the swank Shore Club, with the day climaxed by Judge Dooley's presentation of a check for \$1,000 to the club for its forthcoming "Jimmy Fund" drive. Some of the out-of-towners attending were: Sam Dembow, Major Thompson, E. G. Lauder, Claude Lee, and Nathan Furst, from New York; Herman Levy, Harry Feinstein, Sam Wasserman, Henry Germaine, I. W. Weber, Harry Shaw, Maurice "Razz" Goldstein, and Lou Brown, from New Haven, and Robert Folliard, from Philadelphia.

Phil Smith, president, Smith Management Company and Midwest Drive-Ins, is spending several weeks at the Mount Washington Hotel, Bretton Woods, N. H. His son, Richard, is in charge while he's away.

Film District

Nate Levin, Monogram sales manager, is back at his desk looking and feeling "fit as a fiddle" following a serious operation. . . . Ray Feeley, Independent business manager, traveled to Augusta, Me., to discuss changes in theatre rules and regulations with several Maine lawmakers.

Mrs. Marjorie Cerrone is the new gal at Affiliated's switchboard. . . . Herman Rifkin, who recently returned from the British West Indies, was off for a jaunt to the coast.

Vacationing were: Marion Walker, Monogram, to Kennebunkport, Me.; Stan Davis, RKO booker, splitting his vacation between New Hampshire and Cape Cod; Dave Grover, RKO salesman; Beth Donnelly, RKO biller, and Carl Goldman, Affiliated booker.

Art Moger, Warner exploiteer, was spotted coming out of the general store at Potter's Place, N. H., the other day. He'd been up visiting his daughter, Rosalind, spending the summer in nearby Evergreen Camp.

Joe Mansfield, UA tub-thumper, spent a worried nine days while his pay check, mailed from New York, traveled to London, reaching there, remailed, and finally reaching him. He lives in Hyde Park, Mass., and would like to meet up with the lamebrained postal employee who routed it to Hyde Park, London.

Another meeting of 20th-Fox branch managers was held here following the recent confab of division chiefs in New York City. Product and policies were discussed, and there was a definite note of optimism based on forthcoming films.

New Haven
Crosstown

Morris Rosenthal, Loew's Poli manager, wrote a very interesting article in The Bridgeport Herald, "Movie Biz Comeback Seen By Veteran Chain Expert." . . . Dr. Jack Fishman's son, Michael, and daughter, Janet, entered the Harvard Summer School. In the fall, the Fishman Circuit executive's son will enter Yale, and his daughter will finish her senior year at Wellesley. . . . Henry Cohn, Dixwell, was a vacationist. . . . Morris Hadelman, Shelton, and father of Sam Hadelman, Grand, New Haven, had a close call in an automobile accident. . . . Ruth Bolton is doing relief managing at the College in the absence of Sid Kleper, manager, College, vacationing. She was assisted by Jack Brassil and other College aides in planted ballyhoo for the Robinson-Turpin fight pictures. . . . Bob Parcells is the new assistant manager, Jim Darby's Paramount.

Meadow Street

Most shocking news of recent months was the death of Jerome Lewis, Republic branch manager. He was admitted to a White Plains, N. Y., hospital, and was due to be released so that he could return to work. Then came his death. Services were held on July 18 at The Riverside Memorial Chapel, New York.

The Motion Picture Theatre Owners of Connecticut golf tournament committee wants to remind those who plan attending this year's event at Racebrook Country Club, Orange, on Aug. 7 that Aug. 1 is the last date to make reservations. Checks for \$12.50 for the luncheon, green fees, and dinner, plus participation in prizes, should be made out to Samuel Weber, treasurer, and mailed to him at 39 Prout Street, New Haven. George H. Wilkinson, Jr., and Albert M. Pickus are co-chairmen of the affair.

Morris Jacobson, Strand Amusement Company, Bridgeport, was pleased to hear that his son has been accepted to enter the College of Medicine at the University of Vermont. . . . Charles Doll, 20th Century-Fox, attended Camp Lodge, Niantic, with the State Guardsmen.

The Norwalk, Norwalk, was scheduled to reopen. . . . The Glastonbury, Glastonbury, used free candy and free movie photos to build up children's business. . . . Jerry Conboy, projectionist, Majestic, Bridgeport, returned after a hospital stay. . . . Paul Purdy, who resigned from the New Meriden, Meriden, recently, is now associated with the Ridgeway, Stamford. . . . Earl Wright, Columbia salesman, took his first summer vacation in years. . . . Grace Brunelli, Columbia, returned from her trip to Florida with her brother-in-law. While in the south, she stopped to see her former boss, Tim O'Toole, living in Fort Lauderdale, Fla., who sent along his regards to friends.

Harold Donovan, Strand, Seymour, has a talented son, a magician, recently billed as "The Great Donovan" at the Actors Colony Inn. . . . Fred Kogan, Columbia, and Belle Shiffrin, drove through the heavy rains in Missouri. . . . Ray Wylie, now in the insurance business, arranged with Henry Germaine, Paramount branch manager, to sign for some insurance. Not many days after he took the insurance, he had an accident at his home, and was covered.

Dave Warner, National Theatre Supply salesman, was married. . . . Julia Smith, State, Waterbury, is running a harmony quartet contest in conjunction with "On Moonlight Bay," with the cooperation of WATR. . . . William Hutchins, now in charge of National Theatre Supply, Philadelphia, moved his family to that city from New Haven.

Connecticut East Hartford

Cydna Gene Tarantul, daughter of Barney Tarantul, partner in the Burnside, married Herman I. Solomon.

Hartford

Mrs. Frances Lampert, Glastonbury, Glastonbury, started a temporary policy of closing on Tuesdays and Wednesdays.

Joe Stanwood, former manager, Rialto, South Norwalk, now closed, is the new manager, Regal, replacing Fred Raimo, resigned.

M. J. Daly, Center manager, announced the promotion of Whitford

Barry to assistant manager and Nick Barile to chief projectionist. . . . Joe Miklos, Embassy, New Britain, gave passes to the first 25 boys or girls dressed in pirate costumes as an opening day stunt for "Smugglers Island."

New Britain

The Committee on Ordinance and Salaries of Common Council agreed to have a sub-committee study the proposal to substitute inspection of theatres by firemen for the present police protection. Alderman Joseph Bianca proposed the use of two policemen instead of the present six. Henry L. Needles, district manager, Warner Theatres, urged the elimination of the use of policemen. Brookie Lewitt, Glackin and Lewitt Theatres, joined the executive in telling the committee that unstable conditions in the industry make a cut in expenses necessary, and that the cost of engaging police is a hardship. Sperie Perakos, general manager, Perakos Theatres Circuit, said policemen could be called in from their beats if needed in theatres, should the ordinance be changed.

Massachusetts Fall River

Manager Paul Slayer, Durfee, and Mrs. Slayer were vacationing in New York. . . . Manager John McAvoy, Empire, was spending his vacation at Horseneck Beach. . . . Miss Maureen Harrington, cashiering at the Somerset Playhouse for the summer, is replaced at the Empire by Miss Edna Hughes. . . . Mrs. Mary Guay, Empire, vacationing at Portsmouth, R. I., was replaced by Miss Patricia O'Connor. . . . Owner James O'Connor, Plaza, and family are summering at Barker Heights.

James Slavo was replacing Edmund Stevenson, Academy projectionist, on vacation. . . . Assistant Strand manager Armand Duquette returned from a Connecticut vacation with Mrs. Duquette. Mr. and Mrs. Al Gagnon, same staff, spent their vacation at Oak Bluffs, Mrs. Dorothy Hindle, at the seashore, and Mr. and Mrs. Ray Vincent in Maine.

Miss Jacqueline Morrisette has been added to the staff at the Strand, where Mrs. Rita Cloutier returned from her vacation. . . . The Strand is continuing its policy to admit free all children accompanied by one or more adults.

Fitchburg

When a local daily front-paged the story of the PTA campaign aimed to warn grade school children to beware of strangers, Frank Boyle, Saxon, put the story to work in the promotion campaign for Columbia's "M."

Newburyport

The Premier, one of the city's first houses, is partially losing its identity. Closed by R and W Theatres, Inc., since 1950, the house's interior is intact but the lobby is being converted into store space by the building owner. . . . Pat Murphy, Strand, is also running the Depot news stand. . . . The Strand's

Paul Wenzel is co-chairman with philanthropist Sammy Howard in arranging a "Jimmy Day" program for the benefit of young cancer sufferers. . . . The Strand and Port abandoned kiddies' Saturday matinees for the summer.

New Hampshire Concord

The Star is located in an area which has been recommended to the City Council as a site for a city parking lot.

Claremont

F. J. Cahalan, manager, Magnet, arranged to have Dr. Charles F. Keeley, mayor of Claremont, present Dr. Charles C. LaLiberte, Claremont postmaster a citation on the occasion of the engagement of "Appointment With Danger."

Nashua

Free admission to the State was offered to qualifying patrons on Friday the 13th. To gain free admission, a patron came under any of the following five groups, those 13 years old and accompanied by an adult; those whose social security card showed 13 letters in their full names; those born on Friday the 13th (with proof); every 13th person entering the theatre during the matinee and evening, and anyone with a family of 13 (and proof).

Portsmouth

The world premiere of Louis deRochemont's "The Whistle of Eaton Falls" will take place here today (July 25) at the Colonial and Olympic. The film was made in the area. The Exchange Club of Portsmouth and the Exchange Club of Dover secured a block of reserved and unreserved seats for those wishing to attend from Dover. The premiere is being sponsored by the Portsmouth unit, with proceeds to go to the Rehabilitation Center in that city.

Variety Club New Haven, Tent 31

Marty Mullins, Variety Club of New England, arranged for members of the Connecticut tent to enjoy the "Variety Club of Boston Day" at Narragansett Racetrack, Rhode Island, recently. The following were the guests: Chief Barker Herman M. Levy, Harry Feinstein, past Chief Barker, Pittsburgh tent, and now in Connecticut; Lou Brown, past Chief Barker; Ray Wylie, past Chief Barker; Sam Wasserman, Bob Elliano, Sam Germain, "Bridgie" Weber, Julius Green, Bob Hoffman, and others. Driving up to Providence in two cars, the tentmen were treated to luncheon at the Turf Club, were guests of Judge Dooley, president, Narragansett Track; enjoyed the races, and had daily double tickets with members of the Boston tent, of which four members of the Massachusetts club won the double. The day's activities were climaxed with cocktails and dinner at the Squantum Club. In parting from Rhode Island, it was the hope that such an event could be arranged for the local Variety Club tent in the future.

NEWS OF THE

Territory

New York City
Crosstown

The Conston Corporation will operate the Garden, Paterson, N. J., as of Aug. 31. Brandt will do the buying and booking. . . . The Kings, Bronx, shuttered temporarily. . . . The Jamaica, Jamaica, L. I., closed, as did the Savoy, Asbury Park, N. J.

Uda B. Ross, Westrex Corporation's regional manager for Latin America, left for Mexico City to review the company's operations with the staff of the Westrex Company, Mexico.

E. S. Gregg, vice-president and manager, Westrex Corporation, export subsidiary of Western Electric Company, returned after visiting the Westrex subsidiary companies located in England, Belgium, France, Spain, Brazil, Argentina, Chile, and Peru.

S. Wiedemann, vice-president in charge of the Westrex Company, Alpine, a subsidiary of Westrex Corporation, arrived from Basel, Switzerland.

Monogram's Latin-American supervisor, Bernard J. Gates, arrived for head office conferences with Norton V. Ritchey, president, Monogram-International Corporation.

Adolph Schimel, vice-president and general counsel, Universal Pictures Company, Inc., has been appointed chairman, Motion Picture Industry Scholarship Fund at Yeshiva University. Schimel announced the appointment of the following to the committee: Barney Balaban, Paramount; Nate Blumberg, U-I; Spyros P. Skouras, 20th Century-Fox; Gus S. Eyssell, Radio City Music Hall; Abe Schneider, Columbia; George P. Skouras, Skouras Theatres; Robert M. Weitman, United Paramount Theatres; Irving H. Greenfield, Loew's; George Schaefer; William Zimmerman, RKO Theatres; Robert K. Christenberry, Hotel Astor; Max Seligman, Columbia; J. H. Lang, 20th Century-Fox; Harold Rodner, Warners; Jules W. Catsiff, Skouras Theatres, and Jacob Salzman, administrative director, Yeshiva University.

Two armed bandits held up manager Murray Ingber, bound and gagged him, and robbed \$377 from the office safe of the Palestine, Brooklyn.

Robert L. Lippert and William M. Pizor, president and vice-president, Lippert Productions, Inc., left for Europe to visit franchise holders on the Continent. They will also survey production in England, where "The Last Page" is being filmed.

The Variety Club, Tent 35, held a fur fashion show in the North Garden of the Hotel Astor, arranged by Edward

Lachman. Fred J. Schwartz, Chief Barker, outlined to those present the forthcoming campaign terminating in the fall for funds required to further activities in the tent's welfare campaign, with winners of the 1951 Variety Club welfare awards to be announced at a costume ball in the Astor's grand ballroom on Nov. 27. The tent will move into new air-conditioned headquarters located on the mezzanine of the Astor about Aug. 1.

The Rivoli, closed for the summer, was turned over to the Office of Civilian Defense by George P. Skouras, president, Skouras Theatres, along with the services of Montague Salmon, managing director, his permanent staff, and the personnel and material assistance of the Skouras Theatres Community Service Department. The theatre will be used as a recruiting center for the five New York boroughs.

Proposed amendments to the New York State standard building code for places of public assembly were being studied by exhibitor organizations. The proposed amendments will be the subject of open hearings by the Board of Standards and Appeals in New York City and Rochester. The local meeting is set for July 30 in Room 728, Empire State building, while the Rochester hearing will be on July 31 in Room 506, B and O building. Copies of the supplement containing the proposed amendments to Code Rule 36 are available from the Department of Labor offices in Albany, New York City, Buffalo, Rochester, Syracuse, Utica, and Binghamton. Comments on the proposals will be received by the Board of Standards and Appeals through Aug. 31.

Alfred E. Daff, U-I director of world sales, left for Paris to hold the first of a series of six meetings with the Company's foreign distribution forces.

Paramount eastern-southern division manager Hugh Owen announced the appointment of Max Schreiber as cashier of the New York branch.

Funeral services were held for Joseph Sherman. Surviving are his wife, Anna; three sons, Irving, assistant manager Columbia's exchange operations department, Herman and Morris, and one daughter, Mrs. Gertrude Serlin.

After witnessing a preview of Lou Burin's much discussed live action and puppet Anso-color version of "Alice in Wonderland," it was decided that the Souvaine Selective Pictures' release would have a triple world premiere on July 26 at the Mayfair, Trans-Lux 72nd Street, and the Midtown.

New Jersey
Newark

Winners of the first half of the "Summer Showman Drive" being conducted by Warner Brothers Jersey Zone were announced. First prize went to Edward Molteni, Regent, Paterson, N. J. Other winners were: Adolphe Finkelstein, Embassy, Orange, N. J.; Frank Costa, Warner, Ridgewood, N. J.; Gary Vroo-

man, Fabian, Paterson, N. J., and George Birkner, Oritani, Hackensack, N. J. The drive continues through July 31.

New York State
Albany

Sequoia Theatres Corporation, headed by Neil Hellman, filed a certificate of voluntary dissolution in a technical move toward reorganization of the Palace, Troy. . . . Postponed until October is the Court of Appeals decision on the appeal from the Board of Regents' revocation of the license to exhibit "The Miracle."

Manager Alex Sayles reported a sell-out for the Layne-Marciano telecast at Fabian's Palace, but the fight did not draw the early-capacity audience of the Murphy-LaMotta bout.

Warner Theatres held a farewell party for those employees affected by the moving of the accounting department to New Haven. . . . The Variety Club, Tent 9, will hold a clambake for members and wives at Picard's Grove on Aug. 27, with a program of sports to start at noon. The committee headed by Chief Barker Leo Rosen includes Charles A. Smakwitz, Nate Dickman, and Nate Winig. . . . Condolences are being extended to Paul Wilson, Warners' cashier, upon the death of his father. . . . Visitors in to confer with Max Friedman, Warner Theatres' film buyer, were Moe Duddelson, UA district manager and Dave Leff, branch manager, and Pete Rossian, U-I, Cleveland. . . . Joe Lebworth, 20th Century-Fox publicity man, conferred with Gerry Atkin, Warner Theatres' publicity director, on "David and Bathsheba." . . . Woodrow J. Campbell, former Warner Theatres' assistant contact manager, is the new office manager-booker, RKO. . . . Winnie Allen, 20th Century-Fox cashier, was vacationing in Canada.

—M. E. B.

Buffalo

Film Row is still talking about the wedding of Patricia Ann O'Shea, daughter of Mrs. and Edward Kelly O'Shea, vice-president, Paramount Distributing Corporation, to Thomas John Worthington, Sayre, Pa., at St. Ignatius Loyola Church, New York City. The Rev. John Quinn performed the ceremony. Shirley Kallet, wife of Robert Kallet, Oneida Circuit operator, was matron of honor. The attendants were Mrs. Edward O'Shea, Jr., Buffalo; Mrs. James O'Shea, Enid, Okla.; Marianna Williams, Atlanta; Ann Lydon, Sayre, and Barbara Beard, Rye. Jack Lydon was best man. Ushers were Messrs. Merrill Heagy, Otto Graham, Bernard Bernabel, and Lieutenant Edward O'Shea and Captain James H. O'Shea, brothers of the bride. The bride was graduated from Marymount College, Stephens College, and Northwestern University, and the bridegroom was graduated from Northwestern University. The couple flew to Bermuda for a honeymoon, after which they will make their future home in Detroit. A reception for 250 guests was given at Sherry's immediately fol-

lowing the wedding. Among the film folk attending were: Myron and Mame Kallet, Sidney and Agnes Kallet, Robert and Shirley Kallet, George and Dorothy Gammel, Albert and Lydia Behling, Elmer and Nina Lux, George and Marian Lynch, Mike and Kathryn Simon, Clayton and Mildred Sheehan, Max Fellerman, Austin Keough, Pete and Francis Dana, Harold and Genevieve Beecroft, Si and Ann Fabian, Myer and Hildegard Schine, Louis and Martha Schine, Sam and Eleanor Rosen, Al Schwalberg and Carmel Myers, Max and Ann Cohen, Harry and Helen Brandt, Tom Connors, John Murphy and mother, Russell Downing and wife, Eddie and Dorothy Aaron, Harold and Roslyn Rinzler, Dr. and Reta Rinzler, Jack and Tillie Bowen, Gloria and Agnes Royce, Sam and Gussie Rinzler, Manny and Pearl Frisch, George and Vera Mackenna, and yours truly.

Nina Lux, wife of Elmer Lux, Darnell Theatres; Mrs. DeSilver Drew, sister of Mrs. E. K. O'Shea, and this correspondent left via train, and were joined at Oneida by Mrs. Myron Kallet and Mr. and Mrs. Robert Kallet, in travelling to New York to attend the wedding of Patricia O'Shea, daughter of Mable and Paramount's Edward O'Shea. Mr. and Mrs. Edward O'Shea had a cocktail party and buffet supper at their spacious apartment after the wedding, Mrs. Robert Williams had a dinner party at her apartment for 30 guests. Later, Mr. and Mrs. Harold Burns had a cocktail party and buffet at their Cliff Villa estate on Wallack Point, Conn. Jane Holloran, former Film Board secretary now with the Department of Justice, also entertained us at A La Fourchette.

Dorothy Harris, Republic, and sister, Lillian Au, Clark Films, are spending their vacation in New York.

John Derek flew in on his tour in connection with Columbia's "Mask of the Avenger." Following his appearances at the Lafayette he went on to Cleveland and other midwestern and eastern cities.

The annual picnic of the Variety Club, Tent 7, was held at the auto club, Clarence. A feature was a softball match between exhibitors and distributors.

Elmer Lux, prominent exhibitor and City Councilman-at-Large, was endorsed for president of City Council by the Democratic Executive Committee.

Ed Meade, Shea publicity director, arranged for the feature handicap race at the stock car races in Civic Stadium, to be dedicated to MGM's "Excuse My Dust," Shea's Buffalo. A Red Skelton trophy was presented to Johnny Torresé, the winning driver.

—M. G.

Rochester

Manager Lester Pollock, Loew's, wanted to arrange a block party to honor William Warfield, "Show Boat" star and former Rochesterian, but was turned down by city fathers. . . . Mary

EYEING THE

Exchanges

NEW YORK — Managers of drive-ins walked off with the top cash prizes in the "Manager-of-the-Month" contest run by Walter Reade Theatres for April and May. First prize for April was won by Al Lidman, manager, Lawrence Drive-In, Trenton, N. J. Harvey Keator, who runs the 9W Drive-In, Kingston, took top honors in May.

MGM—New York salesman William Kiernman and Henrietta Isaac, biller, vacationed. . . . Annette Ginsberg, book-er's clerk, will be accepting birthday congratulations on Aug. 2. . . . Marie Hitz, typist, vacationed. . . . Switch-board operator Rosiland Fruchtzweig vacations on July 28.

COLUMBIA — Secretary to the head booker, Shirley Najjar, is back after a vacation. . . . Office manager Nerman Gross was on vacation.

REPUBLIC — Booker Jen Denneit and secretary Zena Mandell, and Chris Blionis, 16mm. booker, vacationed.

RKO — Salesman Ted Krasner and New Jersey booker Charles Raffaniello had their daughters in the office. . . . Biller Julie DiMaggio vacationed. . . . Booker Fred Trauner is on vacation. . . . Office manager Phil Hodes vacationed. . . . Salesman Louis Kutinsky was accepting birthday congratulations. . . . Filing clerk Edith Feight and head cashier James Montana vacationed.

MONOGRAM—Francis High vacationed. . . . Secretary to the head booker, Ethel

DeSantis, Howard Carroll's Girl Friday for many years at the Strand and Capitol, departed for California. . . . Manager Jerry Baker, RKO Palace, had four YMCA fencers as a stage interlude promoting "Cyrano de Bergerac."

Projectionists Bill Holmes and Floyd Spencer have been at the RKO Palace ever since the house opened on Christmas, 1928. The latter began at the Bijou Dream in 1907, and the former at the Temple in 1911.

Manager Baker had model trains operating in the lobby in connection with "Strangers on a Train." . . . Dick McCarthy and Sam Gottry were making their Fairport Inn a center of attraction for show crowds by entertaining the name stars appearing at the East Rochester Playhouse.

—D. R.

Syracuse

Harry H. Unterfort, zone manager, Schine Theatres, on vacation, was stopping at Montreal and Quebec before going to Murray Bay. . . . Gus W. Lampe, Schine general manager, Gloversville, was in for two weeks. . . . Rap Merriman, Franklin, was enjoying the summer breezes at his camp at Oneida Lake.

Israel, is back after illness. . . . Assistant branch manager Jack Farkas vacationed.

UNITED ARTISTS—Print booker Hilda Frischman vacationed. . . . The new typist is Geraldine Silverberg. . . . Upstate representative Dick Perry was proud of his daughter, Sandra, who graduated from McCoombs High School, Bronx, with honors in science. . . . Tomasina Piscitelli resigned to take a new position with Monogram. . . . Statistical clerk Bess Brewer was badly hurt when she was hit by a truck.

PARAMOUNT—New Jersey salesman Richard Magan is looking forward to starting his vacation on July 30. . . . Eastern and southern division manager Hugh Owen is recovering from illness.

20TH CENTURY-FOX — Secretary to Alex Arnsvalder, Bess Goldstein, Hannah Zimmerman, secretary, and Ann Jones, secretary to Abe Dickstein, vacationed.

RAMBLIN' 'ROUND — Areaites were truly shocked by the sudden death of Leo Powers, 52, a booker for Hoffberg for many years. . . . Max Rothstein, vice-president, Broadcast Pictures, was recently on the coast. . . . Arthur Wake-off, head booker-buyer, Gotham, celebrated 15 years of wedded bliss. . . . The new booker at Walter Reade is Rose Deutsch. . . . Joe Minsky, Essex County booker, Warners, is back after his honeymoon. . . . Typist-clerk Goldy Ostrofsky, U-I, returned after a vacation. . . . Favorite's head bookkeeper, Selma Barashick, will celebrate another birthday on July 25. . . . Favorite head shipper Manny Goldstein is on vacation.

—ARNOLD FARBER

The baby sweepstakes staged by the Lynch and McLean families came near being a photo finish, with Larry Lynch, assistant manager, RKO-Keith's, under the wire first. He and Mrs. Lynch are the proud parents of Lawrence Mark Lynch, III, weight nine pounds, 12 ounces, born July 13 at 7:38 p.m. Finishing second were Mr. and Mrs. Charles McLean, he's student assistant, Keith's, with a daughter, Sharon Edith, weight six pounds, 10 ounces, born on July 15 at 7:10 p.m. To save confusion, the latest Lynch will be called Mark, his dad, Larry, and his grandad Lawrence.

Manager Sol Sorkin, RKO-Keith's, before the opening of "Cyrano," tied up with WSYR in running a contest known as "Kay Russell's Ladies Day." Each day for a week, listeners were invited to write 50 words or less on the subject of "My greatest love affair." A 50 piece, eight place set of Community Silver was promoted from Oneida Community. Presentation was made from the stage. On opening day, the Sons of American Legion, Post 41, staged a street parade. Of special interest was a blowup of "Cyrano" with an invitation to persons passing the sign to pin an enlarged nose on the face.

—J. J. S.

NEWS OF THE

Territory

Philadelphia

Crosstown

The S-W New Palace, 334 South Street, is going from a continuous to a matinee and night operation.

Vine Street

His many local friends were shocked to learn of the sudden death of Jerome Lewis, former Republic salesman here, who was branch manager in New Haven for the company. . . . Branch manager Norman Silverman and his Republic staff were excited over the company getting the Robinson-Turpin fight films from England. The subject, 50 minutes, was booked into the S-W Mastbaum. . . . RKO publicist Hugh MacKenzie was spending his vacation in Cape May, N. J.

Other vacationists were Rena Tobin, Monogram cashier; Columbia booker Ben Rosenthal, and Lily Rosentoor, 20th Century-Fox booker, who was up in Bar Harbor, Me. . . . Harry Steifel, upstate exhibitor, went out to Denver to visit his son, who is stationed with the armed forces there. . . . Mrs. Rose Kaplan, formerly a stenographer at Lippert, is the new booker there.

Henry Plone, son of the projectionist at the Midtown, has an important role in "Flying Leathernecks," RKO Technicolor show. When the film was screened, dad Irving had the family in to see the son, who uses the name of Adam Yorke in the acting division. General opinion was that he did very well in his initial bit.

Jack Engel, president, Motion Pictures Associates, announced that the group was cooperating with the Variety Club in selling tickets for the annual "Jimmy Fund" baseball game set for Shibe Park on Aug. 3. Tickets can be obtained through Nat Rosen, 20th-Fox. In addition to the regular league ball game between the Philadelphia Athletics and the Cleveland Indians, there will be a huge vaudeville show, a softball game featuring 18 Oscar Neufeld models, a "battle of string bands," and other features. There will also be door prizes. Tent 13's Chief Barker Ted Schlanger has allocated a number of choice seats, and Engel urges full cooperation so that the Associates will be well represented at the gala evening. Proceeds go to the Variety Club Boys' Camp for underprivileged children.

George Kilpatrick, who used to run the Wilbor, Easton, Pa., and who wants to get back into the business, is at 856 North Street, Ocean, N. J., until Sept. 15.

Ed Gallner, MGM field press representative, was a visitor at the home office in New York. . . . Nat Abelow, manager, and others of Exchange

Finance Company were happily celebrating their first anniversary.

Sam Diamond, 20th-Fox branch head, went back to Boston for a sales meeting. He was on his way to Hershey, Pa., when he was intercepted to be told of the confab. . . . Jack Engel, Lippert, is eagerly awaiting the first print of "Yes Sir, Mr. Bones," which he says will be a sleeper. . . . Ben "American" Harris has new prints of the Technicolor "The Proof of the Pudding," which he is distributing free to theatres for the Metropolitan Insurance Company.

Among the latest to join the Allied Buying and Booking Service are the New Egypt, New Egypt, N. J., the Town, Susquehanna, Pa., and Capitol, Hallstead, Pa. . . . Industry veteran Ben Tolmas is now in Barton Memorial Hospital, 739 South Broad Street. He would like to hear from his trade friends, and may be reached by telephone.

John "Jam Handy" Golder postcarded from Memphis.

Circuits

Stanley-Warner

Ernest Franciotti is managing the Imperial, 60th, weekends, replacing Dominick Gezzi, now at the Columbia. . . . Bob Anderson, former Lansdowne manager, left. Charles Green, ex-Plaza manager, replaces temporarily. . . . District chief Johnny Roach went on a motor trip. . . . Engineering head Bob Mills went on vacation. . . . Happy because he can pick his own tomatoes for dinner is Paul Castello.

District of Columbia
Washington

Arthur Levy, formerly sales manager for UA in Pittsburgh, has been named branch manager for UA, succeeding Earle Sweigart.

To test audience reaction, the premiere of UA's "Cyrano de Bergerac" was held at RKO Keith's in conjunction with a local TV show and 15-minute TV newscast shown on the theatre's large screen TV equipment. Neither the theatre nor WTOP-TV, which supplied the television specialties, were committed in any way.

MGM — Mrs. Catherine Murphy, branch manager's secretary, went on her vacation. . . . The annual MGM picnic was held for 50 people, MGM employees, and guests. . . . Mrs. Bernice Cook, booker's secretary, was on vacation. . . . Mrs. Betty Carter, billing clerk, was down at Virginia Beach, Va.

RKO — Mrs. Lillian Robertson, assistant cashier, went with her husband to Wildwood, N. J. . . . Mrs. Helen Robertson, contract clerk, is expecting. She was presented with a layette. . . . Mr. and Mrs. Elbert Grover, he is a salesman, drove to Worcester, Mass., to visit their daughter. . . . Joe B. Brecheen, branch manager, spent a week in New York. . . . Bernard Gonder, he operates the Maryland, Oakland, Md., is taking

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IMPORTANT

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MEMBER NATIONAL FILM CARRIERS, Inc.

his family on a trip to the west coast. . . . Charlie Hurley, salesman, has been on a trip down to the Clinch Valley. . . . Dave Baker, who operates the Billington Drive-In, attended the Shriners' convention in New York. . . . Kermit Parish, Park, Cresatoen, Md., had a very fine haul when he went fishing.

PARAMOUNT—Miss Ida Green, receptionist, went to Ocean City, Md., for a week. . . . Mrs. Ruth Smith, branch manager Phil Isaac's secretary, was out ill. . . . Mrs. Gladys Bell, inspectress, is back after sickness.

UNITED ARTISTS—Miss Doris Jowett, booker, was sick. . . . Jerome Safron, Eastern district manager, spent a week at the office. . . . Miss Pat Toepfer, stenographer, was ill. . . . Mrs. Florence Carden, branch manager's secretary, returned after illness.

LUST—Sidney Lust celebrated his natal day. . . . Miss Albertha McConnell, secretary to Sidney Lust, returned from vacation. . . . Bernie Lust enjoyed his birthday.

MONOGRAM—Mrs. Jeanette Adams, branch manager Milt Lipsner's secretary, is taking driving lessons.

20TH CENTURY-FOX—Mrs. Sara Young, head booker, was visiting in Nanuet, N. Y. . . . Mrs. Josephine Deavers, biller, was on vacation. . . . Miss Carolyn Nassau, cashier, returned from Florida. . . . Mrs. Ann Sknerki, assistant cashier, resigned to go with Equity. . . . Ira Sicheleman, sales manager, went fishing.

EQUITY—Sam. Pike, salesman, was in Atlantic City. . . . Miss Shirley Shor, new clerk typist, is the sister of Nat

Shor, who used to be booker before he got his "geetings" from the army.

NATIONAL SCREEN SERVICE—Bill Wilson, right hand man of Spud Query, Marion, Va., has taken over the operation of the Columbia, Columbia, Va. . . . Robert Jones, Midway Drive-In, Galax, Va., expects to open the Airport Drive-In three miles south of Galax, soon. . . . Harley C. Surratt, Hillsville, Va., is now operating the Floyd-Willis Drive-In, Floyd, Va.

REPUBLIC—Jake Flax, branch manager, went to New York for a meeting. . . . Miss Doris Smith, contract clerk, was spending her vacation at home. . . . Mrs. Leniek, bookkeeper, had her husband, Danny, on a navy cruise down around New Orleans. . . . Mrs. June Fauver, inspectress, is back from vacation. . . . Richard Lester, assistant shipper, spent his vacation golfing.

KAY—Joe De Maio reported that the ex-manager of the Roxy, Norman Thompson, is now general manager, Riverdale settlement, a suburb of Norfolk, Va.

U-I—Mrs. Deborah Burke, ledger clerk, was spending some time in Atlantic City. . . . Tommy Ryan, who enjoyed Cape Cod and Boston, is back. . . . Stanley Taylor, office manager, was ill. . . . Mrs. Dorothy Prestel, head shipper, was having a wonderful time in Florida. . . . Mrs. Dorothy Fiorino was enjoying her days at Myrtle Beach, N. C.

WARNERS—Mrs. Viola Smith, billing department, went on a motor trip. . . . Fred Beiersdorf will operate the Plaza, Lexington Park, Md.

THEATRE ADVERTISING—Ben Siegel is back at work after his long trip to the west coast.

COLUMBIA—Bill Fisher, head booker, was taking his entire family and motor-ing up into Canada. . . . George Hauptert, auditor, home office, is in.

SANDY—Sylvester Sandy went fishing with a party of friends off the Eastern Shore.

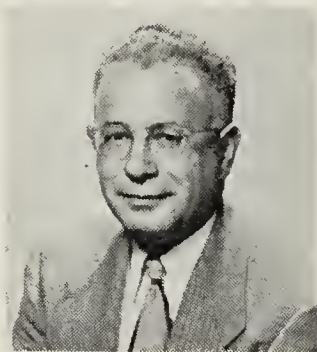
LIPPERT—Sam Jenkins, office manager, was back from a vacation. . . . Mrs. Ethel Michelson, wife of Bill Michelson, is to return to U-I after nursing hubby in his recent illness.

LOEW'S PALACE—Mrs. Grace Kay went to Atlantic City. . . . "Doc" Lancaster, electrician, was ill. . . . Mek Kyreakov, projectionist, went down to Virginia Beach, Va., for a vacation. . . . James William, student assistant, is back from Long Island.

WARNER THEATRES—Harry Goldberg has been here conferring with all the zone managers on the "Summer Showmanship Campaign." . . . Beyrl Yates was spending his vacation at home. . . . Miss Delores Bellim, Frank La Falce's secretary, returned from her vacation.

LOEW'S CAPITOL—Sam Jack Kaufman, orchestra leader, was taking advantage of the week's break in schedule to improve his golf down at Capon Springs,

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W. Va. . . . Bill Riding, assistant manager, took his wife and two daughters to Massachusetts. . . . Mrs. Anna Manix lost her mother. . . . Kay DeWitt, singer, had a baby and retired from show business. . . . Miss Betty Strickler, secretary to eastern division manager Orville Crouch, returned from her vacation.

PLAYHOUSE—Kenneth McGuire, Jerry Wagner's assistant, went on a trip to Glen Haven, L. I.

TRANS-LUX—Mrs. Mabel Eckel was spending her vacation at home. . . . Frank Hart, assistant to Vincent Iorio, is cramming hard for his examination at Georgetown Foreign Service School.

DUPONT—Miss Jean Imhoff temporarily assumed a position at the Playhouse. . . . At vacation time, the Dupont situation is being thoroughly supervised by Victor Orsinger and Miss Mickey Vite.

Delaware Wilmington

A motion seeking a new trial for John S. Scope, Manor, Wilmington Manor, filed by his attorney, Anthony F. Emory, is expected to be argued in Superior Court in late August or early September before Judges Charles S. Richards and Caleb R. Layton, III, who presided at the jury trial. A schedule for the filing of briefs this month and early in August has been arranged by Emory and Deputy Attorney General Louis J. Finger, with the court's approval. . . . Mayor James F. Hearn's administration came out against the cross-city skyway proposal that had the S-W Ritz directly in its path, but Maryland Avenue businessmen, including Ben Shindler, manager, Ace, opposed terminating the proposed Christiana bridge approach at Maryland and Adams, where the Ace is located. . . . Robert Lovell, Robert Coburn, John Roames, James Coyne, and James Trabaldo were new aides, Rialto. . . . Edward J. Doob, manager, Loew's Aldine, was vacationing in Wernersville, Pa. Robert E. Diem, assistant manager, Loew's, was acting manager. . . . "Show Boat" held over at Loew's following a campaign which included extra ad lineage in the dailies, a contest in The Record, and the radio disk jockeys plugging the MGM records. . . . Lee Levy, manager, S-W Arcadia, was improving at the Delaware Hospital following his operation. . . . G. Earl Smith, manager, S-W Queen, was back from vacation. . . . Harry J. Dunbar, Jr. and James P. Cunningham were new aides at the S-W Ritz.

—HENRY L. SHOLLY

Maryland Baltimore

The 1,200-seat Embassy, originally the Victoria and one of the first movie-vaudeville houses, has been sold to the Central Parking Company, which means it will become a parking lot. . . . Burglars who made their way into the New after closing hours couldn't get the safe open, and departed empty-handed, according to owner Morris Mechanic. . . . William Myers, owner of two neighbor-

hood houses, cut down to three days a week. They're the DeLuxe and Echo. . . . C. Elmer Nolte, Jr., executive, Durkee Enterprises, is vacationing in Bermuda.

For exclusive showing at the Mayfair of the Sugar Ray Robinson-Randolph Turpin fight pictures, publicity director Harry Welch received top cooperation from newspaper sports editors and radio commentators, and also arranged effective tieups with leading sporting goods dealers. . . . J. Lawrence Schanberger, owner, Keiths, and Mrs. Schanberger are spending a month at Atlantic City. . . . Rodney Collier, manager, Stanley, returned from a holiday at Caladonia, Pa.

The Hippodrome will reopen around Sept. 1, but without the customary stage shows, according to Isador M. Rappaport. . . . J. Ted Routson, press representative, Hipp, Town, and Little, presented a preview of "Alice in Wonderland" at the Little, and was surprised at the number of newspaper guests, disc jockies, and such who brought along their offspring.

Joseph Smart, city manager, Loew's, declares that for the first week, "Show Boat" outgrossed "The Great Caruso." . . . Mark N. Silver closed his Globe, and declares he'll never reopen it. . . . The Hicks Circuit decided to close its 600-seat Calvert, due to lack of patronage, according to Stanley Baker, general manager. . . . Bill Boggess, manager, Rialto, was on vacation.

Frank Hornig, who owns and operates the Horn, has taken over the Monroe, a 600-seat neighborhood house, from Joe Walderman, Morris Oletsky, Morton Rosen, and Bud Coplin. The foursome owns several subsequent run theatres.

The Variety Club, Tent 19, is negotiating to have the New York Yankees and California Rams play a regular league game here in the fall as a means of raising money for the "Heart Fund." Rodney Collier, chairman, sports committee, is also trying to bring a Joe Louis fight here as a benefit affair.

Cumberland

Billy Purl, 58, a veteran of 31 years in show business, died. A native of San Francisco, the comedian had appeared in Earl Carroll's Vanities and many other shows. He came here in the early 1920's, and staged the first show ever presented at the Fair Grounds.

Russell H. Hilleary, Jr., and Miss Rose Anna Willison were married recently. The groom is the son of Embassy projectionist Russell H. Hilleary, Sr. . . . Ray "Isra" Light, manager, Darnell's Maryland, for "Show Boat," had WCUM carry 15-minute programs of music from the picture, as well as personal interviews with the leading stars.

Leonardtown

Jack Fruchtman, treasurer, Park, Lexington Park, Md., has been busy getting the new drive-in on Three Notch State Road ready. . . . Lloyd Gabby, Park, Lexington Park, has been on va-

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at

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- BIG ONE HOUR SHOW of Stars from Stage and Screen starts 7:00 P. M.
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TRADE SCREENINGS

PHILADELPHIA

RKO (250 North 13th) July 25, 10:30, "Lili Marlene" (Lisa Daimely) (English-made); 2:30, "On The Loose" (Joan Evans, Lynn Bari, Melvyn Douglas); 30, 2:30, "Happy Go Lovely" (David Niven, Vera-Ellen, Cesar Romero) (English-made) (Technicolor).

MGM (1233 Summer) July 31, 11:00, "The Tall Target" (Dick Powell, Paula Raymond, Adolphe Menjou); Aug. 1, 11:00, "The Strip" (Mickey Rooney, Sally Forrest, James Craig).

WARNERS (230 North 13th) Aug. 8, 2:30, "Tomorrow Is Another Day" (Ruth Roman, Steve Cochran, Lurene Tuttle).

cation. . . "The Last Outpost," Park, was promoted by staff aide Windy Hodgdon with a display of Confederate war relics, a Confederate flag, and an American flag.

New Jersey New Egypt

The New Egypt, closed for several weeks, will reopen on July 27 with John A. Gale as manager. The former owner

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and manager was forced to close the theatre after a short time, due to illness.

Pennsylvania Harrisburg

Barbara June Schiffman, daughter of Mr. and Mrs. Ira L. Schiffman, National and Rialto, was married to Alvin Reiner.

Pottsville

Judge James J. Curran, Schuylkill County Civil Courts, granted leave to Frederick J. Schuster to enter judgment against John Kenley, New York City, for alleged unpaid rental of the theatre building at Deer Lake, an amusement park.

Reading

The Reading Fair will hold its annual "Miss Reading" beauty contest on the final Saturday night of the fair in September. Semi-finals in the judging will again take place late in August on the stage of the Astor. Manager J. Lester Stallman will again have charge of the theatre end of the beauty show, covering two nights.

Shirley Shuey, assistant student manager on manager Larry R. Levy's staff at Loew's Colonial, is now relieving assistant manager Edgar J. Doob, Aldine, Wilmington, Del., vacationing. Tom Nolan, Loew's, is taking Miss Shuey's place in her absence.

Loew's Colonial, Larry Levy, manager, used a huge searchlight to publicize "Show Boat."

The Masonic Temple Trust has not yet leased its Plaza property, first and second floors of Reading's Masonic Temple. . . . The Laureldale, recently reopened, is operating only over weekends.

The Rio was sold at auction to Bruce Zerbe and Company, building contractors. The theatre was closed several months ago. With it was sold an adjoining building. Leon W. and Florence Korr, owners, sold the property. The Korrs acquired the property in 1948.

Virginia Buchanan

Jack Jackson, Buchanan, played "Operation Pacific" several weeks ago; followed by "In The Navy." The next thing he knew, his projectionist and doorman left to join the navy. Uncle Sam should send Jackson a "recruiting officer" arm band.

Richmond

Jack Stone, manager, WRVA Theatre, returned from a vacation trip. . . . Sneak previews are getting popular. . . . Bob Eagan reported another big turnaway from the National for the second video fight. Sam Rosen, general manager, Fabian Circuit, and Bernie Brooks and Lou Golding, Fabian officials, were here to see it. . . . Dave Pollard, U-I exploiter, was here aiding Bob Coulter and Stewart Tucker on "Francis Goes to the Races."

Jack Martin, in charge of concessions for the Bellwood Drive-In, reports success with his latest innovation, a half of a fried chicken in a box with bread and french fries, selling for \$1.25. . . . Dan Wilkinson, advertising manager, Neighborhood Theatre, Inc., was on vacation visiting Detroit and West Virginia relatives. . . . Helen Vaughan, Century, Petersburg, was vacationing in New York. . . . Don Atkinson, National Theatre Supply, was in. . . . Al Bernstein, manager, Bellwood Drive-In, has been sick. . . . Vernon Thacker, State, bought a new car. . . . Ober Boyd, Capitol manager, spent part of his vacation visiting in North Carolina.

William Jennings Bryan Fox is back on the job as business agent for the projectionists' local. . . . Fitzhugh Anderson, Loew's, and his wife went to Texas on vacation. . . . Eva Garrett, Capitol staff, spent her vacation in New York. . . . Howard Powers, Capitol projectionist, vacationed on the river. . . . Charles Jackson, State, spent his leave of absence at home. . . . Olmstead Knox, RKO salesman, and Syd Zins, Columbia exploiter, were in. . . . Aubrey Davis, East End employee, is the proud daddy of a baby daughter.

Arthur Burton, veteran member, Byrd staff, spent his vacation in Bristol.

The Robinson, District Circuit, has a new summer policy, Monday to Friday opening at 6 p.m. and all day Saturday and Sunday. . . . George Clarke, District city manager, was vacationing at the beaches swimming and fishing.

—S. T.

West Virginia Keyser

Phil Baker pinch-hits a day or two in the projection booth at his brother's drive-in at Burlington, W. Va.

Piedmont

Air-conditioning equipment went into Carskadon's Majestic.

Altec sound engineer E. B. "Barney" Barnett was in. . . . Leslie "Bud" Fisher is taking his annual vacation from Carskadon's Majestic projection booth. . . . Jack Cooper, former manager, Carskadon Theatres, but now acting as manager for Jim Shanklin's Lewis, Lewisburg, W. Va., visited.

Rowlesburg

Robert C. "Bob" Wilson, owner-manager, this town's only theatre, was to leave for his annual Canadian vacation.

Variety Club Tent 13, Philadelphia

Members are advised by Edward Emanuel, ball game committee, that tickets are still available for "Johnny Night" at Shibe Park on Aug. 3, but since the date of the annual affair for the benefit of the Club's camp for handicapped children was drawing near, he urged all intending to go to obtain them at once. . . . "That's My Boy" was screened through the courtesy of Paramount. This concludes the Sunday night screenings for the balance of the summer.

Allied Artists

I WAS AN AMERICAN SPY—DOCMD—Ann Dvork, Gene Evans, Douglas Kennedy—Okeh exploitation bet—86m.—see Apr. 11 issue—(AA-19).
SHORT GRASS—W—Red Cameron, Cathy Downs, Johnny Mack Brown—Good western—83m.—see Jan. 3 issue—(AA-18).

TO BE REVIEWED OR IN PRODUCTION

DISC JOCKEY—Tom Droke, Jane Nigh, Ginny Simms.
HIGHWAYMAN, THE—Charles Coburn, Wanda Hendrix, Philip Friend—(Cinecolor)—(AA20).

Columbia

(1930-51 releases from 301 up)

AL JENNINGS OF OKLAHOMA—W—Dan Duryea, Gale Storm, Dick Foran—Good western—79m.—see Jan. 31 issue—(Technicolor)—(327).
BIG GUSHER, THE—OMD—Wayne Morris, Preston Foster, Dorothy Patrick—For the lower half—68m.—see July 4 issue—(306).
BONANZA TOWN—W—Charles Starrett, Smiley Burnette, Fred F. Sears—Okeh series entry—56m.—see July 18 issue—(367).
BRAVE BULLS, THE—D—Mel Ferrer, Miroslava, Anthony Quinn—Well-made bull fighting film will have best appeal in class spots—108m.—see Apr. 25 issue—(321).
CHINA CORSAIR—ACD—Jon Hall, Lisa Ferraday, Ron Randall—Average supporting fare—67m.—see June 6 issue—(316).
FIVE—D—William Phipps, Susan Douglas, James Anderson—Different type offering will need plenty of push—91m.—see Apr. 25 issue—(316).
FLAME OF STAMBOUL—MD—Richard Denning, Lisa Ferraday, Norman Lloyd—For the lower half—68m.—see Mar. 14 issue—(314).
FLYING MISSILE, THE—MD—Glenn Ford, Viveca Lindfors, Henry O'Neill—Interesting programmer has plenty of selling angles—92m.—see Jan. 3 issue—(335).
FORT SAVAGE RAIDERS—W—Charles Starrett, Smiley Burnette, John Dehner—Above average western—54m.—see Mar. 8 issue—(365).
FURY OF THE CONGO—AD—Johnny Weissmuller, Sherry Moreland, William Henry—Routine series entry for the duallers—69m.—see Feb. 28 issue—(329).
GASOLINE ALLEY—CD—Scotty Beckett, Jimmy Lydon, Susan Morrow—Film version of comic strip is packed with selling angles—77m.—see Jan. 17 issue—(301).
GENE AUTRY AND THE MOUNTIES—MUW—Gene Autry, Pat Buttram, Elena Verdugo—Okeh Autry—70m.—see Jan. 31 issue—(351).
HER FIRST ROMANCE—CD—Margaret O'Brien, Allen Martin, Jr., Jimmy Hunt—Okeh entry for the duallers—73m.—see May 9 issue—(358).
HURRICANE ISLAND—AD—Jon Hall, Maurie Windsor, Marc Lawrence—Okeh lower half entry—72m.—see July 18 issue—(Supercinecolor)—(349).
KING OF THE WILD HORSES—OD—Rex, William Janney, Dorothy Appleby—Reissue should appeal to action houses—66m.—see Mar. 28 issue—(310).
LORNA DOONE—ACD—Barbara Hale, Richard Greene, Carl Benton Reid—Interesting action drama can be sold—84m.—see June 6 issue—(Technicolor)—(336).
"M"—MD—David Wayne, Howard daSilva, Martin Gabel—Engrossing melodrama has the angles for selling—88m.—see Mar. 14 issue—Leg.: B—(347).
MASK OF THE AVENGER—AD—John Derek, Jody Lawrence, Anthony Quinn—Adventure yarn has the angles—83m.—see July 4 issue—(Technicolor)—(359).
MY TRUE STORY—MD—Helen Walker, Willard Parker, Elisabeth Risdon—Okeh meller for the lower half—67m.—see Mar. 14 issue—(308).
NEVER TRUST A GAMBLER—MD—Dane Clark, Cathy O'Donnell, Tom Drake—Moderate program meller—79m.—see July 18 issue—(326).
OPERATION X—D—Edward G. Robinson, Richard Greene, Peggy Cummins—Robinson name ought to help fair drama—79m.—see Jan. 3 issue—(English-made)—(333).
PICKUP—D—Hugo Haas, Beverly Michaels, Allan Nixon—Interesting offering will have best appeal for class, art spots—78m.—see July 18 issue.
PRAIRIE ROUNDUP—W—Charles Starrett, Smiley Burnette, Mary Castle—Okeh "Durango Kid"—53m.—see Jan. 31 issue—(363).
RIDIN' THE OUTLAW TRAIL—W—Charles Starrett, Smiley Burnette, Sunny Vickers—Okeh "Durango Kid"—56m.—see Feb. 14 issue—(364).
SANTA FE—OMD—Randolph Scott, Janis Carter, Jerome Courtland—Good outdoor show—89m.—see May 9 issue—(Technicolor)—(330).
SILVER CANYON—W—Gene Autry, Gail Davis, Jim Davis—Standard Autry—70m.—see June 20 issue—(355).
SIROCCO—MD—Humphrey Bogart, Marla Toren, Lee J. Cobb—Bogart draw will make the difference—98m.—Leg.: B—see June 6 issue—(348).
SMUGGLER'S GOLD—MD—Cameron Mitchell, Amanda Blake, Carl Benton Reid—For the lower half—63m.—see May 9 issue—(318).
SNAKE RIVER DESPERADOES—W—Charles Starrett, Smiley Burnette, Tommy Ivo—Fair series entry—55m.—see May 23 issue—(336).
TEXANS NEVER CRY—MUW—Gene Autry, Pat Buttram, Mary Castle—Standard Autry—68m.—see Mar. 14 issue—(352).
TEXAS RANGERS, THE—W—George Montgomery, Gale Storm, Jerome Courtland—Good western—74m.—see June 6 issue—(Supercinecolor)—(325).
TWO OF A KIND—MD—Edmond O'Brien, Elizabeth Scott, Terry Moore—Names may help fast-moving meller—75m.—see June 20 issue—(350).
VALENTINO—BID—Anthony Dexter, Eleanor Parker, Richard Carlson, Patricia Medina—Should ride into the better money—105m.—see Feb. 14 issue—Leg.: B—(Technicolor)—(320).
WHEN THE REDSKINS RODE—MD—Jon Hall, Mary Castle, James Seay—For the duallers—78m.—see May 23 issue—(Supercinecolor)—(339).
WHIRLWIND—W—Gene Autry, Smiley Burnette, Gail Davis—Good Autry—70m.—see Apr. 11 issue—(354).

EXHIBITOR

SERVICESECTION

THE CHECK-UP of all features and shorts for an eight-month period

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SECTION 2
Vol. 46, No. 12

JULY 25, 1951

YANK IN KOREA, A—MD—Lon McCallister, William Phillips, Sunny Vickers—Topical film will fit into the duallers—73m.—see Feb. 14 issue—(346).

TO BE REVIEWED OR IN PRODUCTION

BAREFOOT MAILMAN, THE—Robert Cummings, Terry Moore, Jerome Courtland—(Supercinecolor).
BOOTS MALONE—William Holden, Johnny Stewart, Stanley Clements.
CALIFORNIA CONQUEST—Cornel Wilde, Teresa Wright, John Dehner—(Technicolor).
CHAIN OF CIRCUMSTANCE—Margaret Field, Richard Grayson, Marta Mitrovich.
CLOUDED YELLOW, THE—Jean Simmons, Trevor Howard, Sonia Dresdel—(English-made).
CORKY OF GASOLINE ALLEY—Scotty Beckett, Jimmy Lydon, Susan Morrow.
CRIMINAL LAWYER—Pat O'Brien, Jane Wyatt, Mike Mazurki.
CYCLONE FURY—Charles Starrett, Smiley Burnette—54m.
DEATH OF A SALESMAN—Fredric March, Mildred Durnock, Cameron Mitchell.
FAMILY SECRET—John Derek, Lee J. Cobb, Jody Lawrence.
FOURPOSTER—Rex Harrison, Lilli Palmer—(English-made).
HARLEM GLOBETROTTERS, THE—Thomas Gomez, Dorothy Dandridge, The Harlem Globetrotters.
HILLS OF UTAH—Gene Autry, Pat Buttram, Donna Martell.
JUNGLE JIM IN THE FORBIDDEN LAND—Johnny Weissmuller, Angela Greene.
JUNGLE MANHUNT—Johnny Weissmuller, Sheila Ryan, Bob Waterfield.
KID FROM AMARILLO, THE—Charles Starrett, Smiley Burnette.
LADY AND THE BANDIT, THE—Louis Hayward, Patricia Medina, Suzanne Dalbert—79m.
MAGIC CARPET—Lucille Ball, John Agar, Patricia Medina—(Supercinecolor).

MAN IN THE SADDLE—Randolph Scott, Joan Leslie, Alexander Knox—(Technicolor).
MOB, THE—Broderick Crawford, Betty Buehler, Otto Hulett.
MY SIX CONVICTS—John Beal, Millard Mitchell.
OUTLAW TAMER, THE—Charles Starrett, Smiley Burnette, Nancy Saunders.
PECOS RIVER—Charles Starrett, Smiley Burnette.
PURPLE HEART DIARY—Frances Langford, Judd Holdren, Tony Romano.
SATURDAY'S HERO—John Derek, Donna Reed, Otto Hulett—(318).
SCANDAL SHEET—Broderick Crawford, John Derek, Donna Reed.
SMALL WONDER—Robert Cummings, Barbara Hale, Jeff Donnell.
SMOKY CANYON—Charles Starrett, Stanley Burnette, Jack Mahoney.
SON OF DR. JEKYLL—Louis Hayward, Alexander Knox, Jody Lawrence.
SUNNY SIDE OF THE STREET—Jerome Courtland, Terry Moore, Lynn Bari—(Supercinecolor).
TEN TALL MEN—Burt Lancaster, Jody Lawrence, Gilbert Roland—(Technicolor).
THIEF OF DAMASCUS, THE—Paul Henreid, John Sutton, Elena Verdugo.
VALLEY OF FIRE—Gene Autry, Pat Buttram, Russ Hayden.
WAR CRY—George Montgomery, Audrey Long, Howard St. John.
WHISTLE AT EATON FALLS, THE—Dorothy Gish, Lloyd Bridges, Carleton Carpenter—96m.
WOMAN IN QUESTION, THE—Jean Kent, John McCallum, Susan Shaw—(English-made).

Hallmark

ONE TOO MANY—D—Ruth Warrick, Richard Travis, Ginger Prince—Exploitation film is packed with selling angles—105m.—see Dec. 20 issue.

TO BE REVIEWED OR IN PRODUCTION

SECRETS OF BEAUTY—Julie Bishop, Richard Denning, Ern Westmore.
SHE SHOULD SAID NO—Lila Leeds, Alan Baxter, Lyle Talbot—85m.—Leg.: C.

Lippert

SCREEN GUILD

(1949-50 releases from 4901 up)
 (1950-51 releases from 5001 up)

DANGER ZONE—MD—Hugh Beaumont, Edward Brophy, Pamela Blake—For the lower half—56m.—see May 9 issue—Leg.: B—(5017).
FINGERPRINTS DON'T LIE—MD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see May 14 issue—(5015).
G.I. JANE—CMU—Jean Porter, Tom Neal, Iris Adrian—Pleasing entry for the lower half—64m.—see July 4 issue—(5012).
KENTUCKY JUBILEE—CMU—Jerry Colonna, Jean Porter, James Ellison—Pleasing entry for the lower half—70m.—see June 20 issue—(5007).
LITTLE BIG HORN—OD—Lloyd Bridges, John Ireland, Marie Windsor—Outdoor show has plenty of selling angles—85m.—see June 6 issue—(5003).
MASK OF THE DRAGON—MYD—Richard Travis, Sheila Ryan, Sid Melton—For the lower half—54m.—see Mar. 28 issue—(5013).
PIER 23—MD—Hugh Beaumont, Ann Savage, Edward Brophy—For the lower half—57m.—see May 23 issue—Leg.: B—(5018).
ROARING CITY—MD—Hugh Beaumont, Edward Brophy, Joan Valerie—For the lower half—61m.—see May 23 issue—Leg.: B—(5016).
SAVAGE DRUMS—ACD—Sabu, Lita Baron, Sid Melton—For the duallers—72m.—see June 20 issue—(5001).
STEEL HELMET, THE—D—Robert Hutton, Steve Brodie, James Edwards, Gene Evans—Exploitation show is packed with selling angles—86m.—see Jan. 17 issue—(5009).
STOP THAT CAB—C—Sid Melton, Iris Adrian, Tom Neal—For the lower half—56m.—see Apr. 25 issue—(5014).

KEY

Leg. is the symbol for the Catholic Legion of Decency ratings included in cases where the pictures are classified as either objectionable in part (B) or condemned (C). Films without a Legion of Decency rating are either found unobjectionable or are unclassified by the Legion.

Abbreviations following titles indicate type of picture.
 ACD—Action drama
 AD—Adventure drama
 ACNU—Action musical
 ADMD—Adult melodrama
 BID—Biographical drama
 BIDMU—Biographical drama with music
 BUR—Burlesque
 C—Comedy
 CAR—Cartoon feature
 CD—Comedy drama
 CDMU—Comedy drama musical
 CFAN—Comedy fantasy
 CFANMU—Comedy fantasy musical
 CMD—Comedy melodrama
 CMU—Comedy musical
 COMP—Compilation
 COSMD—Costume melodrama
 D—Drama
 DFAN—Drama fantasy
 DMU—Dramatic musical
 DOC—Documentary
 DOCD—Documentary drama
 DOCMD—Documentary melodrama
 ED—Educational feature
 F—Farce
 FAN—Fantasy
 FANMU—Fantasy musical
 FMU—Farce musical
 HISD—Historical drama
 MDMU—Melodrama musical
 MD—Melodrama
 MUC—Musical comedy
 MUCD—Musical comedy drama
 MU—Musical
 MUSAT—Musical satire
 MUW—Musical western
 MY—Mystery
 MYC—Mystery comedy
 MYCM—Mystery comedy musical
 MYD—Mystery drama
 MYMD—Mystery melodrama
 MYMU—Mystery musical
 MYW—Mystery western
 NOV—Novelty
 OPC—Operatic comedy
 OPD—Operatic drama
 OD—Outdoor drama
 OMD—Outdoor melodrama
 PD—Psychological drama
 ROMC—Romantic comedy
 ROMCMU—Romantic comedy musical
 ROMD—Romantic drama
 ROMDMU—Romantic drama with music
 SAT—Satire
 SCD—Sex comedy drama
 TRAV—Travelogue
 W—Western
 WC—Western comedy
 WCMU—Western comedy musical
 WD—Western drama
 WMD—Western melodrama
 WMDMU—Western melodrama musical
 WMU—Western musical

3 DESPERATE MEN—WMD—Preston Foster, Jim Davis, Virginia Grey—Familiar western melodrama will fit into the duallers—71m.—see Jan. 31 issue—(5006).

TO BE REVIEWED OR IN PRODUCTION

FBI GIRL—Cesar Romero, George Brent, Audrey Totter—(5002).
GREAT ADVENTURE, THE—Dennis Price, Jack Hawkins—(English-made)—(Made in Africa).
HOME TOWN BOY—Harold Lloyd, Jr., Cathy Downs—(5022).
LEAVE IT TO THE MARINES—Sid Melton, Mara Lynn, Fritz Feld—(5005).
LOST CONTINENT—Cesar Romero, Hillary Brooke, Chick Chandler—(5004).
MURDER IN SAFETY—George Brent, Marguerite Chapman—(English-made).
PRESENT ARMS—Joe Sawyer, William Tracy—(5023).
SKY HIGH—Sid Melton, Mara Lynn—(5024).
VARIETIES ON PARADE—Jimmy Mulcahy, Mildred Mulcahy, Paul Gordon—(5020).
YES SIR, MR. BONES—Flournoy Miller, Jimmy O'Brien, Monette Moore—(5019).

Metro

(1950-51 releases from 101 up)

CAUSE FOR ALARM—D—Loretta Young, Barry Sullivan, Bruce Cowling—Interesting programmer—73m.—see Jan. 31 issue—(118).
EXCUSE MY DUST—CMU—Red Skelton, Sally Forrest, Macdonald Carey—Skelton draw should help pleasant musical—82m.—see June 6 issue—(Technicolor)—(133).
FATHER'S LITTLE DIVIDEND—C—Spencer Tracy, Joan Bennett, Elizabeth Taylor—Good comedy—81m.—see Feb. 28 issue—(124).
GO FOR BROKE—MD—Van Johnson, Lane Nakano, George Miki—High rating—92m.—see Mar. 28 issue—(129).
GREAT CARUSO, THE—DMU—Mario Lanza, Ann Blyth, Jarmila Novotna—High rating—109m.—see Apr. 25 issue—(Technicolor)—(127).
HOME TOWN STORY—D—Jeffrey Lynn, Marjorie Reynolds, Alan Hale, Jr.—Routine lower half offering—61m.—see May 9 issue—(128).
INSIDE STRAIGHT—MD—David Brian, Arlene Dahl, Barry Sullivan, Mercedes McCambridge—Names should help interesting melodrama—87m.—see Mar. 14 issue—Leg.: B—(123).
KIND LADY—MD—Ethel Barrymore, Maurice Evans, Angela Lansbury—Suspensive meller has the angles—78m.—see July 4 issue—(134).
LAW AND THE LADY, THE—CD—Greer Garson, Michael Wilding, Marjorie Main—Pleasing comedy will depend on name draw—104m.—see July 18 issue—(136).
METRO-GOLDWYN-MAYER STORY, THE—COMP—All star cast—Free MGM feature trailer should hold interest—56m.—see Mar. 14 issue—(Partly Technicolor)—(145).
MR. IMPERIUM—ROMDMU—Lana Turner, Ezio Pinza, Marjorie Main—Names will make the difference—87m.—see May 23 issue—(Technicolor).
NIGHT INTO MORNING—D—Roy Milland, John Hodiak, Nancy Davis—Interesting programmer has the angles—86m.—see May 23 issue—(130).
NO QUESTIONS ASKED—MD—Barry Sullivan, Arlene Dahl, George Murphy—Fast moving programmer—81m.—see June 20 issue—Leg.: B—(132).
PAGAN LOVE SONG—CDMU—Esther Williams, Howard Keel, Minna Gombell—Star draw should help pleasing entry—76m.—see Jan. 3 issue—(Technicolor)—(112).
PAINTED HILLS, THE—OMD—Lassie, Paul Kelly, Bruce Cowling—Good for small town, family trade—68m.—see Mar. 28 issue—(Technicolor)—(125).
RICH, YOUNG AND PRETTY—CMU—Jane Powell, Danielle Darrieux, Wendell Corey—Good musical—95m.—see July 18 issue—(Technicolor).
ROYAL WEDDING—MUC—Fred Astaire, Jane Powell, Peter Lawford—High rating—92m.—see Feb. 14 issue—(Technicolor)—(121).
SHOW BOAT—MUD—Kathryn Grayson, Ava Gardner, Howard Keel—High rating—107m.—see June 20 issue—(Technicolor)—(135).
SOLDIERS THREE—CD—Stewart Granger, Walter Pidgeon, David Niven, Greta Gynt—Names will make the difference—92m.—see Mar. 28 issue—(126).
STRICTLY DISHONORABLE—CMU—Ezio Pinza, Janet Leigh, Millard Mitchell—Pleasing comedy has names to help—84m.—see July 4 issue—Leg.: B—(131).
TERESA—D—Pier Angeli, John Ericson, Patricia Collinge—Sensitive, interesting drama should have most appeal for class spots—105m.—see Feb. 28 issue—(Partly made in Italy)—(137).
THREE GUYS NAMED MIKE—CD—Jane Wyman, Van Johnson, Howard Keel, Barry Sullivan—Pleasing comedy—90m.—see Feb. 14 issue—(119).
VENGEANCE VALLEY—WMD—Burt Lancaster, Robert Walker, Joanne Dru—Good western melodrama—82m.—see Feb. 14 issue—(Technicolor)—(117).

TO BE REVIEWED OR IN PRODUCTION

ACROSS THE WIDE MISSOURI—Clark Gable, Marla Elena Marques, John Hodiak, Ricardo Montalban, Adolphe Menjau—(Technicolor).
AMERICAN IN PARIS, AN—Gene Kelly, Leslie Caran, Oscar Levant—(Technicolor)—(122).
ANGELS IN THE OUTFIELD—Paul Douglas, Janet Leigh, Jonathan Cott.
BANNER LINE—Sally Farrest, Keefe Brasselle, Lionel Barrymore.
BELLE OF NEW YORK—Fred Astaire, Vera-Ellen, Keenan Wynn—(Technicolor).
BIG APPLE, THE—Lana Turner, Robert Taylor, Van Johnson.
CALLAWAY WENT THATAWAY—Fred MacMurray, Dorothy McGuire, Howard Keel.
CALLING BULLDOG DRUMMOND—Walter Pidgeon, Margaret Leighton, Robert Beatty—79m.—(Made in England).
COUNTY LINE—Walter Pidgeon, John Hodiak, Audrey Totter.

ENEMY, THE—George Murphy, Nancy Davis, Lewis Stone.
IT'S A BIG COUNTRY—Ethel Barrymore, Van Johnson, Frederic March, William Powell, Gary Cooper.
IVANHOE—Robert Taylor, Elizabeth Taylor, Joan Fontaine—(Technicolor)—(Made in England).
JUST THIS ONCE—Janet Leigh, Peter Lawford, Lewis Stone.
LIGHT TOUCH, THE—Stewart Granger, Pier Angeli, George Sanders—(Made in Italy).
LONE STAR—Clark Gable, Ava Gardner, Broderick Crawford, Lionel Barrymore.
LOVE IS BETTER THAN EVER—Elizabeth Taylor, Larry Parks, Josephine Hutchinson.
MAN WITH THE CLOAK—Joseph Cotten, Barbara Stanwyck, Louis Calhern.
NORTH COUNTRY, THE—Stewart Granger, Wendell Corey, Cyd Charisse—(Anscolor).
PANDORA AND THE FLYING DUTCHMAN—Ava Gardner, James Mason, Nigel Patrick—123m.—Leg.: B—(Technicolor)—(Made in Europe).
PEOPLE AGAINST O'HARA, THE—Spencer Tracy, Pat O'Brien, Diana Lynn.
PLYMOUTH ADVENTURE—Spencer Tracy, Deborah Kerr, Van Johnson.
QUO VADIS—Robert Taylor, Deborah Kerr, Leo Genn—(Technicolor)—(Made in Italy).
RAIN, RAIN GO AWAY—James Whitmore, Nancy Davis, Jean Hagen.
RED BADGE OF COURAGE, THE—Audie Murphy, Bill Mauldin, Royal Dano—(121).
SCARAMOUCHE—Stewart Granger, Janet Leigh.
SINGIN' IN THE RAIN—Gene Kelly, Debbie Reynolds, Donald O'Connor—(Technicolor).
STRIP, THE—Mickey Rooney, Sally Forrest, James Craig.
TALL TARGET, THE—Dick Powell, Paula Raymond, Adolphe Menjou.
TEXAS CARNIVAL—Esther Williams, Red Skelton, Howard Keel—(Technicolor).
THEY ALL SING—Mario Lanza, Frank Sinatra, Mickey Rooney, Jimmy Durante.
TOO YOUNG TO KISS—June Allyson, Van Johnson, Kathryn Givney.
UNKNOWN MAN, THE—Walter Pidgeon, Ann Harding, Lewis Stone.
WESTWARD THE WOMEN—Robert Taylor, Denise Darcel, Hope Emerson, John McIntire.
WHEN IN ROME—Van Johnson, Paul Douglas, Joseph Calleia—(Made in Italy).

Monogram

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

ABILENE TRAIL—W—Whip Wilson, Andy Clyde, Neel Neill—Average Wilson—64m.—see Feb. 14 issue—(4946).
ACCORDING TO MRS. HOYLE—MD—Spring Byington, Brett King, Tanis Chandler—Fair programmer for the duallers—60m.—see May 9 issue—(5122).
BLAZING BULLETS—W—Johnny Mack Brown, Lois Hall, House Peters, Jr.—Okeh western—51m.—see June 20 issue—(5142).
BLUE BLOOD—MD—Bill Williams, Jane Nigh, Arthur Shields—Good horse racing yarn for neighborhood and family audiences—72m.—see Jan. 31 issue—(Cinecolor)—(4904).
BOWERY BATTALION—CMD—Leo Gorcey, Huntz Hall, Virginia Hewitt—Amusing series entry—68m.—see Jan. 17 issue—(5111).
CANYON RAIDERS—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Mediocre series entry—53m.—see June 6 issue—(5151).
CASA MANANA—MUCD—Virginia Welles, Robert Clarke, Robert Karnes, Eddie Le Baron and orchestra—Pleasing musical for the lower half—73m.—see July 4 issue—(5116).
CAVALRY SCOUT—OD—Rod Cameron, Audrey Long, Jim Davis—Western has the angles—78m.—see June 20 issue—(Cinecolor)—(5101).
COLORADO AMBUSH—W—Johnny Mack Brown, Myran Healey, Lois Hall—Okeh western—52m.—see Jan. 31 issue—(4955).
FATHER TAKES THE AIR—C—Raymond Walburn, Walter Catlett, Florence Bates—Okeh series entry—61m.—see June 6 issue—(5126).
GHOST CHASERS—C—Leo Gorcey, Huntz Hall, Lela Bliss—Okeh series entry—69m.—see May 23 issue—(5112).
GYPSY FURY—COSD—Vivica Lindfors, Christopher Kent, Johnny Chambo—Interesting impart—94m.—see Feb. 14 issue—Leg.: B—(Made in Sweden)—(English dialogue)—(5192).
JOE PALOOKA IN THE SQUARED CIRCLE—CMD—Joe Kirkwood, Jr., James Gleason, Lois Hall—Okeh series entry—63m.—see Nov. 22 issue—(5117).
LET'S GO NAVY—F—Leo Gorcey, Huntz Hall, Charlita—Fair "Bawery Boys" entry—68½m.—see Aug. 1 issue—(5113).
LION HUNTERS, THE—AD—Johnny Sheffield, Morris Ankrum, Ann Todd—For the lower half—72m.—see Apr. 11 issue—(5109).
MAN FROM SONORA—W—Johnny Mack Brown, House Peters, Jr., Phyllis Coates—Above average for the series—54m.—see Apr. 25 issue—(5141).
MONTANA DESPERADO—W—Johnny Mack Brown, Virginia Herrick, Myron Healey—Routine western—51m.—see July 18 issue—(5143).
NAVY BOUND—ACD—Tom Neal, Wendy Waldron, Regis Toomey—Good lower half entry—60m.—see Mar. 14 issue—(5120).
NEVADA BADMEN—W—Whip Wilson, Fuzzy Knight, Phyllis Coates—Routine western—58m.—see July 18 issue—(5152).
OVER THE BORDER—W—Johnny Mack Brown, Wendy Waldron, Myran Healey—Good series entry—57½m.—see May 24 issue—(4952).
RHYTHM INN—CMU—Jane Frazee, Kirby Grant, Charles Smith—Amusing programmer for the lower half—73m.—see Feb. 14 issue—(5115).

SIERRA PASSAGE—OMD—Wayne Morris, Lola Albright, Alan Hale, Jr.—Interesting outdoor melodrama—81½m.—see Jan. 3 issue—Leg.: B—(5107).
VICIOUS YEARS, THE—D—Tammy Cook, Gar Moore, Sybil Merritt—Neat drama for the lower half—79m.—see Mar. 1, '50 issue—(Originally distributed by Film Classics)—(5191).
YUKON MANHUNT—OMD—Kirby Grant, Margaret Field, Chinook—For the lower half—61m.—see July 4 issue—(5123).

TO BE REVIEWED OR IN PRODUCTION

BLUE FIN—Wayne Morris, Gloria Henry, Damian O'Flynn.
FLIGHT TO MARS—Marguerite Chapman, Cameron Mitchell—(Cinecolor).
FORT OSAGE—Rod Cameron, Jane Nigh—(Cinecolor).
JOE PALOOKA IN HITCH-HIKE KILLER—Joe Kirkwood, James Gleason, Cathy Downs.
LONGHORN, THE—Wild Bill Elliott, Phyllis Coates, Zon Murray.
OKLAHOMA JUSTICE—Johnny Mack Brown, James Ellison, Phyllis Coates.
STAGECOACH DRIVER—Whip Wilson, Fuzzy Knight, Gloria Winters.
VENGEANCE TRAIL—Wild Bill Elliott, Peggy Stewart.

Paramount

(1950-51 releases from 5001 up)

ACE IN THE HOLE—MD—Kirk Douglas, Jan Sterling, Bob Arthur—High rating—112m.—see May 9 issue—(5023).
APPOINTMENT WITH DANGER—MD—Alan Ladd, Phyllis Calvert, Paul Stewart—Good Ladd—89m.—see Apr. 25 issue—(5019).
CASSINO TO KOREA—DOC—Narrated by Quentin Reynolds, Sergeant James Logan, Jackson Beck—High grade documentary—58m.—see Oct. 11 issue—(5008).
DEAR BRAT—C—Mona Freeman, Billy DeWolfe, Edward Arnold—Mild comedy for the duallers—82m.—see Apr. 25 issue—(5021).
DEAR WIFE—C—William Halden, Joan Caulfield, Edward Arnold—Pleasing comedy—87m.—see Nov. 9 issue—(4912).
HERE COMES THE GROOM—C—Bing Crosby, Jane Wyman, Franchot Tone, Alexis Smith—Very good Crosby—113m.—see July 18 issue—(5101).
LAST OUTPOST, THE—OMD—Ronald Reagan, Rhonda Fleming, Bruce Bennett—Names should help Civil War melodrama—89m.—see Apr. 25 issue—(Technicolor)—(5020).
LEMON DROP KID, THE—C—Bob Hope, Marilyn Maxwell, Lloyd Nolan—Hope starrer should ride into the better money—91m.—see Mar. 28 issue—Leg.: B—(5018).
LET'S DANCE—MU—Betty Hutton, Fred Astaire, Raland Young—Highly entertaining entry should ride into the better grosses—112m.—see Sept. 13 issue—(Technicolor)—(5006).
MATING SEASON, THE—C—Gene Tierney, John Lund, Thelma Ritter—High rating—101m.—see Jan. 17 issue—(5016).
MR. MUSIC—CMU—Bing Crosby, Nancy Olson, Charles Coburn—Should ride into the better grosses—113m.—see Sept. 13 issue—(5007).
PASSAGE WEST—MD—John Payne, Dennis O'Keefe, Arleen Whelan—Names will help explicable melodrama—80m.—see June 6 issue—(Technicolor)—(5022).
PEKING EXPRESS—MD—Joseph Cotten, Corinne Calvet, Edmund Gwenn—Exciting meller—84½m.—see July 4 issue—(5024).
PLACE IN THE SUN, A—D—Montgomery Clift, Elizabeth Taylor, Shelley Winters—High rating drama—122m.—see July 18 issue—(5102).
QUEBEC—MD—John Barrymore, Jr., Corinne Calvet, Barbara Rush—Historical spectacle will need plenty of push—85m.—see Mar. 14 issue—Leg.: B—(Made in Canada)—(Technicolor)—(5017).
SAMSON AND DELILAH—HISTD—Hedy Lamarr, Victor Mature, George Sanders—Excellent entertainment—128m.—see Jan. 17 issue—(Technicolor)—(5010).
THAT'S MY BOY—C—Dean Martin, Jerry Lewis, Ruth Hussey—High rating comedy—98m.—see June 20 issue—(5026).
TRIPOLI—AMD—Maureen O'Hara, John Payne, Howard da Silva—Colorful adventure entry has plenty of selling angles—95m.—see Oct. 11 issue—(Technicolor)—(5005).
WARPATH—ACD—Edmond O'Brien, Dean Jagger, Forrest Tucker, Polly Bergen—Fast moving action show—95m.—see June 6 issue—(Technicolor)—(5025).

TO BE REVIEWED OR IN PRODUCTION

AARON SLICK FROM PUNKIN CRICK—Alan Young, Dinah Shore, Robert Merrill—(Technicolor).
ANYTHING CAN HAPPEN—Jose Ferrer, Kim Hunter, Kurt Kasznar.
CARRIE—Laurence Olivier, Jennifer Jones, Eddie Albert.
COUNTER INTELLIGENCE—Gene Tierney, Ray Milland.
CROSSWINDS—John Payne, Rhonda Fleming, Forrest Tucker—(Technicolor)—(5104).
DARLING, HOW COULD YOU?—Joan Fontaine, John Lund, Mona Freeman—(5108).
DENVER AND THE RIO GRANDE, THE—Edmond O'Brien, Sterling Hayden, Dean Jagger, Laura Elliott, Zasu Pitts—(Technicolor).
DETECTIVE STORY—Kirk Douglas, Eleanor Parker, William Bendix—(5111).
EAGLES OF THE NAVY—Alan Ladd, William Bendix.
FLAMING FEATHER—Sterling Hayden, Barbara Rush, Forrest Tucker—(Technicolor).
GREATEST SHOW ON EARTH, THE—Betty Hutton, James Stewart, Dorothy Lamour—(Technicolor).
HERE COMES THE GROOM—Bing Crosby, Jane Wyman, Franchot Tone—114m.—(5101).
HONG KONG—Ronald Reagan, Rhonda Fleming, Nigel Bruce—(Technicolor)—(5109).
LUMBERJACK AND THE LADY, THE—John Payne, Richard Arlen, William Demarest.

MY FAVORITE SPY—Bob Hope, Hedy Lamarr, Arnold Mars.
 MY SON JOHN—Helen Hayes, Van Heflin, Robert Walker.
 RAGE OF THE VULTURE—Charles Boyer, Alan Ladd, Deborah Kerr, Corinne Calvet.
 RED MOUNTAIN—Alan Ladd, John Ireland, Arthur Kennedy—(Technicolor).
 RHUBARB—Ray Milland, Jan Sterling, Gene Lockhart—(5103).
 SILVER CITY—Yvonne DeCarlo, Edmond O'Brien, Barry Fitzgerald—(Technicolor).
 SOMETHING TO LIVE FOR—Ray Milland, Teresa Wright, Joan Fontaine.
 STOOGE, THE—Dean Martin, Jerry Lewis, Polly Bergen.
 SUBMARINE COMMAND—William Halden, Nancy Olson, William Bendix.
 WARBONNET—Charlton Heston, Peter Hanson, Joan Taylor, Susan Morrow.
 WHEN WORLDS COLLIDE—Peter Hanson, John Hoyt, Judith Ames—(Technicolor)—(5106).

RKO

(1950-51 releases from 101 up)

ALICE IN WONDERLAND—CAR—Walt Disney cartoon feature—High rating—75m.—see July 4 issue—(Disney)—(Technicolor).
 BEST OF THE BAD MEN—OMD—Robert Ryan, Bruce Cabot, Claire Trevor—Fast moving outdoor show—84m.—see May 9 issue—Leg.: B—(Technicolor)—(176).
 COMPANY SHE KEEPS, THE—D—Dennis O'Keefe, Elizabeth Scott, Jane Greer—Fair program drama—83m.—see Jan. 3 issue—(109).
 CRY DANGER—MD—Dick Powell, Rhonda Fleming, Dick Erdman—Good melodrama—79m.—see Feb. 14 issue—Leg.: B—(115).
 DOUBLE DEAL—MD—Marie Windsor, Richard Denning, Taylor Holmes—For the lower half—65m.—see Jan. 3 issue—(112).
 FLYING LEATHERNECKS—MD—John Wayne, Robert Ryan, Jonis Carter—War show should ride into the better money—102m.—see Aug. 1 issue—(Technicolor).
 FOOTLIGHT VARIETIES—COMP—Leon Errol, Jack Paar, Melissa Mason—For the lower half—61m.—see Mar. 28 issue—Leg.: B—(116).
 GAMBLING HOUSE—MD—Victor Mature, Terry Moore, William Bendix—Names will help interesting melodrama—80m.—Leg.: B—see Jan. 3 issue—(110).
 GUNPLAY—W—Tim Holt, Joan Dixon, Richard Martin—Routine western—61m.—see Apr. 25 issue—(120).
 HAPPY GO LOVELY—CMU—David Niven, Vera-Ellen, Cesar Romero—Entertaining musical has the angles—87½m.—see June 20 issue—(English-made)—(Technicolor).
 HARD, FAST AND BEAUTIFUL—D—Claire Trevor, Sally Forrest, Carleton Young—Interesting drama has the angles for selling—78m.—see June 6 issue—(119).
 HIS KIND OF WOMAN—MD—Robert Mitchum, Jane Russell, Vincent Price—Meller will depend on name draw for best returns—120m.—see July 18 issue.
 HUNT THE MAN DOWN—MYMD—Gig Young, Lynn Roberts, Mary Anderson—Okeh dualler—68m.—see Jan. 3 issue—(111).
 JUNGLE HEADHUNTERS—TRAV—Record of Lewis Cotlow's Amazon expedition—Colorful jungle travel compilation will fit into the duallers—65m.—see May 9 issue—(Technicolor)—(177).
 KON-TIKI—DOC—Thor Heyerdahl, Knut Haugland, Erik Hesselberg—Topflight documentary—73m.—see Mar. 28 issue—(173).
 LAW OF THE BADLANDS—W—Tim Holt, Joan Dixon, Richard Martin—Above average series entry—60m.—see Jan. 3 issue—(113).
 MY FORBIDDEN PAST—D—Ava Gardner, Robert Mitchum, Melvyn Douglas—Mild programmer has name draw to help—70m.—see Mar. 28 issue—(114).
 PAYMENT ON DEMAND—D—Bette Davis, Barry Sullivan, Jane Cowl—Good women's show—90m.—see Feb. 28 issue—Leg.: B—(171).
 SADDLE LEGION—W—Tim Holt, Richard Martin, Dorothy Malone—Standard outdoor show—60m.—see Mar. 28 issue—(117).
 SEALED CARGO—MD—Dana Andrews, Carla Balenda, Claude Rains—Good program melodrama—90m.—see Apr. 25 issue—(118).
 TARZAN'S PERIL—MD—Lex Barker, Virginia Huston, George Macready—Suitable series entry—79m.—see Mar. 28 issue—(172).
 THEY GOT ME COVERED—F—Bob Hope, Dorothy Lamour, Lenore Aubert—Re-release has names to help—94m.—see Apr. 11 issue—(352).
 THING FROM ANOTHER WORLD, THE—AD—Margaret Sheridan, Kenneth Tobey, Robert Cornthwaite—Highly interesting, well-made exploitation entry—87m.—see Apr. 11 issue—(174).
 TOKYO FILE 212—MD—Florence Marly, Robert Peyton, Japanese cast—Topical yarn packs plenty of exploitation angles—84m.—see Apr. 25 issue—Leg.: B—(Made in Japan)—(175).
 UP IN ARMS—CMU—Danny Kaye, Dinah Shore, Dana Andrews—Reissue has names to sell—105m.—see Apr. 11 issue—(Technicolor)—(452).

TO BE REVIEWED OR IN PRODUCTION

ANDROCLES AND THE LION—Jean Simmons, Robert Newton, George Sanders.
 BEHAVE YOURSELF—Farley Granger, Shelley Winters, Francis L. Sullivan.
 BLACKBEARD, THE PIRATE—Robert Mitchum, Faith Domergue, Victor Mature—(Technicolor).
 BLUE VEIL, THE—Jane Wyman, Charles Laughton, Robert Newton.
 CRACK DOWN—Bill Williams, Robert Armstrong, Frank McHugh.
 DAY WITHOUT END—Ida Lupino, Robert Ryan, Barbara Whiting.
 DRUMS IN THE DEEP SOUTH—Guy Madison, Barbara Peyton, Barton MacLane—(Supercinecolor).
 GIRL IN EVERY PORT, A—Groucho Marx, Marie Wilson, William Bendix, Don DeFore.
 HALF-BREED, THE—Robert Young, Janis Carter, Jack Buettel—(Technicolor).

HEADING FOR HOLLYWOOD—Leon Errol, Nan Leslie, Steve Brodie.
 HOT LEAD—Tim Holt, Richard Martin, Joan Dixon.
 I WANT YOU—Dana Andrews, Dorothy McGuire, Farley Granger—(Goldwyn).
 IT'S ONLY MONEY—Jane Russell, Frank Sinatra, Groucho Marx.
 JET PILOT—John Wayne, Janet Leigh, J. C. Flippen—(Technicolor).
 LAS VEGAS STORY, THE—Jane Russell, Victor Mature, Vincent Price.
 LILI MARLENE—Lisa Daimely—(English-made).
 MACAO—Robert Mitchum, Jane Russell, William Bendix.
 MONTANA BELLE—George Brent, Jane Russell, Scott Brady—(Trucolor).
 NARROW MARGIN, THE—Charles McGraw, Jacqueline White, Marie Windsor.
 ON DANGEROUS GROUND—Robert Ryan, Ida Lupino, Ward Bond.
 ON THE LOOSE—Joan Evans, Lynn Bari, Melvyn Douglas.
 OVERLAND TELEGRAPH—Tim Holt, Richard Martin, Gail Davis.
 PISTOL HARVEST—Tim Holt, Richard Martin, Joan Dixon.
 RACKET, THE—Robert Mitchum, Elizabeth Scott, Robert Ryan.
 RANGE WAR—Tim Holt, Noreen Nash, Richard Martin.
 ROADBLOCK—Charles McGraw, Joan Dixon, Jean Heydt.
 SLAUGHTER TRAIL—Brian Donlevy, Gig Young, Virginia Grey.
 SONS OF THE MUSKETEERS—Cornel Wilde, Maureen O'Hara, June Clayworth—(Technicolor).
 3000 A.D.—Robert Clarke, Margaret Field, Ron Randell.
 TROUBLE IN TEXAS—Tim Holt, Richard Martin, Marjorie Lord.
 TWO TICKETS TO BROADWAY—Tony Martin, Janet Leigh, Eddie Bracken—(Technicolor).

Republic

(1949-50 releases from 4901 up)

(1950-51 releases from 5001 up)

BELLE LE GRAND—MD—Vera Ralston, John Carroll, William Ching—Names should help interesting melodrama—91m.—see Feb. 28 issue—(5006).
 BUCKAROO SHERIFF OF TEXAS—W—Michael Chapin, Eilene Janssen, James Bell—Okeh western—55m.—see Jan. 3 issue—(5066).
 BULLFIGHTER AND THE LADY—D—Robert Stack, Joy Page, Gilbert Roland—Interesting programmer—87m.—see Apr. 25 issue—(Made in Mexico)—(5009).
 CUBAN FIREBALL—C—Estelita Rodriguez, Warren Douglas, Mimi Aguilera—Routine lower half offering—78m.—see Mar. 14 issue—(5007).
 DAKOTA KID, THE—W—Michael Chapin, Eilene Janssen, James Bell—Routine western—60m.—see July 4 issue—(5067).
 DESTINATION BIG HOUSE—MD—Dorothy Patrick, Robert Rockwell, James Lydon—Fair meller for the lower half—60m.—see June 21 issue—(4918).
 FIGHTING COAST GUARD—ACD—Forrest Tucker, Ella Raines, Brian Donlevy—Military show has plenty of selling angles—86m.—see May 9 issue—(5010).
 FUGITIVE LADY—D—Janis Page, Binnie Barnes, Massimo Serato—Routine import for the duallers—78m.—see July 18 issue—Leg.: B—(Made in Italy)—(5011).
 HEART OF THE ROCKIES—W—Roy Rogers, Penny Edwards, Gordon Jones—Okeh Rogers—67m.—see Apr. 11 issue—(5047).
 IN OLD AMARILLO—MUW—Roy Rogers, Estelita Rodriguez, Penny Edwards—Okeh series entry—67m.—see May 23 issue—(5043).
 INSURANCE INVESTIGATOR—MYMD—Richard Denning, Audrey Long, John Eldredge—Okeh meller for the lower half—60m.—see Mar. 28 issue—(5026).
 LOST PLANET AIRMEN—FAN—Tristram Coffin, Mae Clarke, Don Haggerty—For the lower half—67m.—see July 18 issue—(Reedited from the serial, "King of the Rocket Men")—(5031).
 MILLION DOLLAR PURSUIT—ACD—Penny Edwards, Grant Withers, Norman Budd—Okeh supporting fare—60m.—see June 6 issue—(5028).
 MISSING WOMEN—MD—Penny Edwards, James Millican, John Gallaudet—Interesting lower half entry—see Mar. 14 issue—(5025).
 NIGHT RIDERS OF MONTANA—W—Allan "Rocky" Lane, Chubby Johnson, Claudia Barrett—Okeh western—60m.—see Mar. 14 issue—(5029).
 OHI SUSANNA—OD—Rod Cameron, Adrian Booth, Forrest Tucker—Outdoor show will need plenty of push—91m.—see Mar. 14 issue—(Trucolor)—(5008).
 PRIDE OF MARYLAND—OD—Stanley Clements, Peggy Stewart, Frankie Darro—Far the lower half—60m.—see Jan. 17 issue—(5023).
 PRISONERS IN PETTICOATS—MD—Valentine Perkins, Robert Rockwell, Anthony Caruso—For the lower half—60m.—see Sept. 27 issue—(4929).
 REDWOOD FOREST TRAIL—W—Rex Allen, Jeff Donnell, Carl Switzer—Okeh series entry—67m.—see Sept. 27 issue—(4953).
 ROUGH RIDERS OF DURANGO—W—Allan "Rocky" Lane, Walter Baldwin, Aline Towne—Standard series entry—60m.—see Feb. 14 issue—(5058).
 SAVAGE HORDE, THE—W—William Elliott, Adrian Booth, James Davis—Good open-airer packs plenty of punch—91m.—see July 5 issue—(4917).
 SECRETS OF MONTE CARLO—MD—Warren Douglas, Lois Hall, June Vincent—For the lower half—60m.—see July 4 issue—(5030).
 SILVER CITY BONANZA—W—Rex Allen, Buddy Ebsen, Mary Ellen Kay—Fair series entry—67m.—see Mar. 14 issue—(5051).
 SPOILERS OF THE PLAINS—MUW—Roy Rogers, Penny Edwards, Gordon Jones—Good Rogers—68m.—see Feb. 14 issue—(5041).
 THUNDER IN GOD'S COUNTRY—W—Rex Allen, Mary Ellen Kay, Buddy Ebsen—Routine western—67m.—see Apr. 25 issue—(5052).
 TRIGGER, JR.—W—Roy Rogers, Dale Evans, Pat Brody—Good Rogers—67m.—see July 19 issue—(Trucolor)—(4945).

WELLS FARGO GUNMASTER—W—Allan "Rocky" Lane, Chubby Johnson, Mary Ellen Kay—Standard series offering—60m.—see May 23 issue—(5061).

TO BE REVIEWED OR IN PRODUCTION

ADVENTURES OF CAPTAIN FABIAN—Errol Flynn, Michelle Priele, Vincent Price, Agnes Moorehead.
 ARIZONA MANHUNT—Michael Chapin, Eilene Janssen.
 DESERT OF LOST MEN—Allan "Rocky" Lane, Mary Ellen Kay, Russ Elliott.
 FLIGHT FROM FURY—Penny Edwards, Robert Clarke, Roy Barcroft.
 FORT DODGE STAMPEDE—Allan "Rocky" Lane, Mary Ellen Kay, Chubby Johnson.
 HAVANA ROSE—Estelita Rodriguez, Hugh Herbert, Bill Williams.
 HONEYCHILE—Judy Canava, Eddy Fay, Jr., Alan Hale, Jr.—(Trucolor).
 LADY POSSESSED, A—James Mason, June Havoc, Pamela Kellino.
 OKLAHOMA ANNIE—Judy Canava, John Russell, Grant Withers.
 PALS OF THE GOLDEN WEST—Roy Rogers, Dale Evans, Estelita Rodriguez.
 QUIET MAN, THE—John Wayne, Maureen O'Hara, Barry Fitzgerald—(Made in Ireland)—(Technicolor).
 RANGERS OF THE GOLDEN SAGE—Michael Chapin, Eilene Janssen, Lucille Barkley.
 RODEO KING AND THE SENORITA—Rex Allen, Mary Ellen Kay, Buddy Ebsen.
 SEA HORNET, THE—Rod Cameron, Adele Mara, Adrian Booth.
 SOUTH OF CALIENTE—Roy Rogers, Dale Evans, Pinky Lee.
 UNCLAIMED CARGO—Ross Elliott, Penny Edwards, Rick Vallin.
 UTAH WAGON TRAIL—Rex Allen, Penny Edwards.
 WILD BLUE YONDER, THE—Wendell Corey, Vera Ralston, Forrest Tucker.

20th Century-Fox

(1950 releases from 001 up)

(1951 releases from 101 up)

AS YOUNG AS YOU FEEL—C—Monty Woolley, Thelma Ritter, David Wayne—Names will make the difference—77m.—see June 6 issue—(120).
 BIRD OF PARADISE—ROMD—Louis Jourdan, Debra Paget, Jeff Chandler—Colorful spectacle calls for the utmost in selling attention—100m.—see Mar. 14 issue—Leg.: B—(Made in Hawaii)—(Technicolor)—(109).
 BUFFALO BILL—ACD—Joel McCrea, Maureen O'Hara, Linda Darnell—Reissue is filled with selling angles—90m.—see July 4 issue—(Technicolor)—(056).
 CALL ME MISTER—CMU—Betty Grable, Dan Dailey, Danny Thomas—Good musical—95m.—see Jan. 31 issue—(Technicolor)—Leg.: B—(104).
 FOLLOW THE SUN—CD—Glenn Ford, Anne Baxter, Dennis O'Keefe—Pleasant program—90m.—see Mar. 28 issue—Leg.: B—(112).
 FOURTEEN HOURS—D—Paul Douglas, Richard Basehart, Barbara Bel Geddes—High rating drama—92m.—see Mar. 14 issue—(114).
 FROGMEN, THE—MD—Richard Widmark, Dana Andrews, Gary Merrill—War thriller should ride into the better money—96m.—see June 20 issue—(122).
 GUY WHO CAME BACK, THE—CD—Paul Douglas, Joan Bennett, Linda Darnell—Mild program—91m.—see June 6 issue—Leg.: B—(118).
 HALF ANGEL—C—Loretta Young, Joseph Cotten, Cecil Kellaway—Mild programmer will need benefit of name draw—77m.—see Apr. 11 issue—(Technicolor)—(116).
 HOUSE ON TELEGRAPH HILL, THE—D—Richard Basehart, Valentina Cortese, William Lundigan—Moderate programmer—93m.—see Mar. 14 issue—Leg.: B—(117).
 I CAN GET IT FOR YOU WHOLESALE—D—Susan Hayward, Dan Dailey, George Sanders—Well-made drama has star value to help—90m.—see Mar. 28 issue—(111).
 I'D CLIMB THE HIGHEST MOUNTAIN—CD—Susan Hayward, William Lundigan, Rary Calhoun—High rating—88m.—see Jan. 17 issue—(Technicolor)—(105).
 JESSE JAMES—OD—Tyrone Power, Nancy Kelly, Henry Fonda—Reissue has the angles—106m.—see July 4 issue—(Technicolor)—(057).
 KEFAUVER CRIME INVESTIGATION, THE—COMP—Movie-tone News subject produced by Edmund Reek—Compilation of crime hearings has plenty of selling angles—52m.—see Apr. 11 issue—(138).
 KENTUCKY—MD—Loretta Young, Richard Greene, Walter Brennan—Reissue has names to sell—96m.—see July 4 issue—(Technicolor)—(150).
 LUCKY NICK CAIN—MD—George Raft, Coleen Gray, Enzo Staiola—Names should help interesting melodrama—87m.—see Feb. 14 issue—(Made in Europe)—(108).
 MAN WHO CHEATED HIMSELF, THE—D—Lee J. Cobb, John Dall, Jane Wyatt—Interesting drama has names to help—81m.—see Jan. 3 issue—(102).
 MY FRIEND FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of human interest drama should appeal—89m.—see June 20 issue—(Technicolor)—(152).
 NO HIGHWAY IN THE SKY—D—James Stewart, Morlene Dietrich, Glynis Johns—Engrossing drama has names to help—97½m.—see Aug. 1 issue—(Made in England)—(121).
 ON THE RIVIERA—CMU—Danny Kaye, Gene Tierney, Corinne Calvet—High rating—90m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(115).
 RAWHIDE—WMD—Tyrone Power, Susan Hayward, Hugh Marlowe—Name value will help well-directed outdoor show—86m.—see Mar. 14 issue—(113).
 RETURN OF FRANK JAMES, THE—OMD—Henry Fonda, Gene Tierney, Jackie Cooper—Reissue has names to sell—92m.—see July 4 issue—(Technicolor)—(058).
 SECRET OF CONVICT LAKE, THE—OMD—Glenn Ford, Gene Tierney, Ethel Barrymore, Zachary Scott—Good meller—83m.—see July 4 issue—Leg.: B—(123).

SMOKY—OMD—Fred MacMurray, Anne Baxter, Burl Ives—Reissue of horse story has names to sell—87m.—see June 20 issue—(Technicolor)—(043).
 SWORD OF MONTE CRISTO—MD—George Montgomery, Paula Carday, Barry Kroeger—Interesting programmer has the angles—80m.—see Mar. 14 issue—(Supercolor)—(106).
 TAKE CARE OF MY LITTLE GIRL—CD—Jeanne Crain, Dale Robertson, Mitzl Gaynor—Should ride into the better grosses—93m.—see June 20 issue—(Technicolor)—(119).
 THUNDERHEAD, SON OF FLICKA—OD—Roddy McDowall, Preston Foster, Rita Johnson—Reissue of colorful outdoor saga should appeal—78m.—see June 20 issue—(Technicolor)—(151).
 13TH LETTER, THE—MY—Linda Darnell, Charles Boyer, Michael Rennie—Suspenseful melior—85m.—see Jan. 31 issue—(Made in Canada)—(107).
 U.S.S. TEAKETTLE (You're In The Navy Now)—C—Gary Cooper, Jane Greer, Millard Mitchell—Naval comedy packs plenty of laughs—93m.—see Mar. 14 issue—(110).
 YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle.

TO BE REVIEWED OR IN PRODUCTION

ANNE OF THE INDIES—Louis Jourdan, Debra Paget, Jean Peters—(Technicolor).
 BELLES ON THEIR TOES—Jeanne Crain, Myrna Loy—(Technicolor).
 CHUCK-A-LUCK—Marlene Dietrich, Arthur Kennedy Mel Ferrer.
 DAVID AND BATHSHEBA—Gregory Peck, Susan Hayward, Raymond Massey—(Technicolor).
 DAY THE EARTH STOOD STILL, THE—Michael Rennie, Patricia Neal, Billy Gray.
 DECISION BEFORE DAWN—Gary Merrill, Richard Basehart, Hildegard Neff—(Made in Germany).
 DESERT FOX, THE—James Mason, Cedric Hardwicke, Jessica Tandy.
 EAST IS EAST—Don Taylor, Cameron Mitchell, Marie Windsor, Yoshito Yamaguchi.
 ELOPEMENT—Clifton Webb, Ann Francis, Charles Bickford.
 FIVE FINGERS—James Mason, Micheline Puelle, Michael Rennie.
 FRIENDLY ISLAND—William Lundigan, Jane Greer, David Wayne—(Technicolor).
 GOLDEN GIRL, THE—Dennis Day, Mitzl Gaynor, Dale Robertson—(Technicolor).
 I'LL NEVER FORGET YOU—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor).
 JOURNEY INTO LIGHT—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.
 KANGAROO—Peter Lawford, Maureen O'Hara, Finlay Currie—(Made in Australia)—(Technicolor).
 LET'S MAKE IT LEGAL—Claudette Colbert, Macdonald Carey, Zachary Scott.
 LOVE NEST—William Lundigan, June Haver, Marilyn Monroe.
 LYDIA BAILEY—Dale Robertson, Anne Francis, Charles Korvin—(Technicolor).
 MABEL AND ME—Dan Dailey, Corinne Calvet.
 MARRIAGE BROKER, THE—Jeanne Crain, Scott Brody, Thelma Ritter.
 MEET ME AFTER THE SHOW—Betty Grable, Rory Calhoun, Macdonald Carey—(Technicolor).
 MAN OF TWO WORLDS—Tyrone Power, Ann Blyth—(Made in England)—(Technicolor).
 MILLIONAIRE FOR CHRISTY, A—Fred MacMurray, Eleanor Parker, Richard Carlson.
 MR. BELVEDERE RINGS THE BELL—Clifton Webb, Joanne Dru—(124).
 OLD SOLDIERS NEVER DIE—Richard Basehart, Gary Merrill, Rory Calhoun.
 PEOPLE WILL TALK—Cary Grant, Jeanne Crain, Hume Cronin.
 RED SKIES OF MONTANA—Richard Widmark, Constance Smith, Richard Boone—(Technicolor).
 RETURN OF THE TEXAN—Gregory Peck.
 SONG IN MY HEART, A—Susan Hayward, Rory Calhoun, David Wayne, Thelma Ritter—(Technicolor).
 VIVA ZAPATA—Marlon Brando, Jean Peters, Margo.
 WAIT TILL THE SUN SHINES NELLIE—Gary Cooper, Anne Baxter.
 WHAT IS MY SIN?—Sterling Hayden, Viveca Lindfors, Thomas Mitchell.
 WITH A SONG IN MY HEART—Susan Hayward, Thelma Ritter, Rory Calhoun, David Wayne—(Technicolor).

United Artists

BADMAN'S GOLD—W—Johnny Carpenter, Alyn Lockwood, Troy Turrell—Routine western—56m.—see June 6 issue—(ELC).
 BLUE LAMP, THE—MD—Jack Warner, Jimmy Hanley, Gwynne Whitby—Good British melior—84m.—see Jan. 31 issue—(English-made)—(ELC).
 CATTLE QUEEN—W—Mario Mari, Drake Smith, William Fawcett—Routine western—69m.—see Feb. 14 issue—(ELC).
 CIRCLE OF DANGER—D—Ray Milland, Patricia Roc, Marius Goring—Name draw will have to make the difference—86m.—see Mar. 28 issue—(English-made)—(ELC).
 CYRANO DE BERGERAC—ROMD—Jose Ferrer, Maia Powers, William Prince—Fine production—112m.—see Nov. 22 issue—(Kramer).
 FABIOLA—HISTMD—Michele Morgan, Henri Vidal, Michel Simon—Spectacle of Christianity's early days is packed with selling angles—96m.—see May 9 issue—(Italian-made)—(English dialogue)—(Levey).
 FIRST LEGION, THE—D—Charles Boyer, William Demarest, Barbara Rush—Well-made drama—86m.—see Apr. 25 issue—(Slrk).
 FOUR IN A JEEP—D—Viveca Lindfors, Ralph Meeker, Joseph Yadin—Interesting import for the art, class spots—97m.—see June 20 issue—(Made in Austria)—(Wechsler).
 HE RAN ALL THE WAY—MD—John Garfield, Shelley Winters, Wallace Ford—Exciting melior is packed with selling angles—77m.—see June 20 issue—Leg.: B—(Roberts).

HOODLUM, THE—MD—Lawrence Tierney, Allen Roberts, Marjorie Riordan—For the lower half—61m.—see July 4 issue—Leg.: B—(ELC).
 HORSE—see Queen For A Day.
 LONG DARK HALL, THE—MYMD—Rex Harrison, Lilli Palmer, Tania Held—Import has restricted appeal—86m.—see Mar. 14 issue—(English-made)—(ELC).
 MAN FROM PLANET X, THE—MD—Robert Clarke, Margaret Field, Raymond Bond—Entertaining pseudo-scientific melodrama is packed with exploitation angles—70m.—see Apr. 11 issue—(Carwin).
 MAN WITH MY FACE, THE—MD—Barry Nelson, Lynn Ainsley, John Harvey—Suspenseful programmer—79m.—see May 23 issue—Leg.: B—(Made in Puerto Rico)—(Gardner).
 MISTER UNIVERSE—F—Jack Carson, Janis Paige, Bert Lahr, Robert Alda—Satire on wrestling racket packs plenty of laughs—90m.—see Jan. 17 issue—(ELC).
 MY BROTHER, THE OUTLAW (My Outlaw Brother)—W—Mickey Rooney, Wanda Hendrix, Robert Preston—Names should help interesting programmer—82m.—see Feb. 14 issue—(Made in Mexico)—(ELC).
 MY OUTLAW BROTHER—see My Brother The Outlaw—(ELC).
 NAUGHTY ARLETTE—D—Mal Zetterling, Hugh Williams, Margot Grahame—Mild British offering for the art spots—86m.—see May 23 issue—Leg.: B—(English-made)—(ELC).
 NEW MEXICO—OMD—Lew Ayers, Marilyn Maxwell, Robert Hutton—Colorful outdoor show has plenty of selling angles—78m.—see May 9 issue—(Anscocolor)—(Allen).
 ODETT—BMD—Anna Neagle, Trevor Howard, Marius Goring—High rating import—105m.—see Jan. 31 issue—(English-made)—(Lopert).
 OLIVER TWIST—MD—Robert Newton, Alec Guinness, Kay Walsh—Import may have appeal in some spots—105m.—see May 9 issue—(English-made)—(ELC).
 ONE MINUTE TO TWELVE—D—Lars Hanson, Gunnel Brostrom, Anna Lindahl—Intriguing import may have appeal for some art spots—78m.—see Jan. 17 issue—(Swedish-made)—(English dubbing)—(ELC).
 PROWLER, THE—MD—Van Heflin, Evelyn Keyes, John Maxwell—Adult melodrama will need plenty of push—92m.—see May 9 issue—Leg.: B—(Eagle).
 QUEEN FOR A DAY—(Horsie)—COMP—Phyllis Avery, Darren McGavin, Rudy Lee—Compilation should benefit from exploitation and air boily—107m.—see Mar. 28 issue—(Stillman).
 SCARF, THE—PD—John Ireland, Mercedes McCambridge, James Barton—Intriguing drama has plenty of angles—86m.—see Mar. 28 issue—(Goldsmith-Caspery).
 SECOND WOMAN, THE—D—Robert Young, Betsy Drake, John Sutton—Engrossing drama—91m.—see Jan. 31 issue—(Popkin).
 SKIPALONG ROSEBLOOM—NOVW—Maxie Rosenbloom, Max Baer, Hillary Brooke—Novelty has plenty of selling angles—72½m.—see Feb. 28 issue—(ELC).
 SO LONG AT THE FAIR—D—Jean Simmons, Dirk Bogarde, David Tomlinson—Interesting import for the art, class spots—85m.—see Jan. 31 issue—(English-made)—(ELC).
 ST. BENNY THE DIP—CD—Dick Haymes, Nina Foch, Roland Young—Names should help—81m.—see June 20 issue—(Danziger).
 SUN SETS AT DAWN, THE—Sally Parr, Philip Shawn, Walter Reed—Interesting dramatic entry for the duallers—72m.—see Nov. 22 issue—(ELC).
 THEY WERE NOT DIVIDED—D—Edward Underdown, Ralph Clanton, Helen Cherry—British import will have appeal only for a few spots—90m.—see Mar. 14 issue—(English-made)—(ELC).
 THREE STEPS NORTH—MD—Lloyd Bridges, Lea Padovani, Aldo Fabrizi—Interesting melior will fit into the duallers—85m.—see June 20 issue—(Made in Italy)—(Wildner).
 TWO GALS AND A GUY—C—Robert Aida, Janis Paige, James Gleason—Fair entry for the duallers—69m.—see June 20 issue—(Arent)—(ELC).
 WHEN I GROW UP—D—Bobby Driscoll, Robert Preston, Martha Scott—Drama of child's problems will fit into the duallers—90m.—see Apr. 11 issue—(ELC).

TO BE REVIEWED OR IN PRODUCTION

AFRICAN QUEEN—Humphrey Bogart, Katharine Hepburn—(Technicolor)—(Made in Africa)—(Spiegel).
 ANOTHER MAN'S POISON—Bette Davis, Gary Merrill, Emlyn Williams—(English-made)—(Angel).
 BIG NIGHT, THE—John Barrymore, Jr., Preston Foster, Babel Smaney—(Waxman).
 CLOUDBURST—Robert Preston, Elizabeth Sellars, Harold Lang—(ELC).
 FORT DEFIANCE—Dane Clark, Ben Johnson—(Melford).
 MISTER DRAKE'S DUCK—Douglas Fairbanks, Jr., Yolande Donlan—(English-made)—(Angel).
 OBSESSED—David Ferrar, Geraldine Fitzgerald—(ELC).
 PARDON MY FRENCH—Merle Oberon, Paul Henreid—(ELC).
 RIVER, THE—(Made in India)—(Technicolor)—(McEl-downey).
 SATURDAY ISLAND—Linda Darnell, Donald Grey, Tabi Hunter—(Made in Jamaica)—(Technicolor)—(Rose).
 VOLCANO—Anna Magnani, Geraldine Brooks—110m.—Leg.: B—(Italian-made)—(ELC).
 WELL, THE—Richard Rober, Barry Kelly—(Popkin).
 WHITE ROAD, THE—Glenn Ford, Geraldine Brooks—(Made in France)—(ELC).

Universal-International

(1950-51 releases from 101 up)

ABBOTT AND COSTELLO MEET THE INVISIBLE MAN—F—Bud Abbott, Lou Costello, Nancy Guild—Laugh-packed Abbott and Costello should ride into the better money—82m.—see Mar. 14 issue—(116).
 AIR CADET—ACD—Stephen McNally, Gail Russell, Alex Nicol—Good action drama has plenty of selling angles—94m.—see Feb. 28 issue—(115).

APACHE DRUMS—W—Stephen McNally, Coleen Gray, Willard Parker—Good outdoor show—75m.—see Apr. 25 issue—(Technicolor)—(123).
 BEDTIME FOR BONZO—C—Ronald Reagan, Diana Lynn, Walter Slezak—Highly amusing—83m.—see Jan. 31 issue—(112).
 BRIGHT VICTORY—D—Arthur Kennedy, Peggy Dow, James Edwards—Topnotch—96m.—see Aug. 1 issue.
 CATTLE DRIVE—W—Joel McCrea, Dean Stockwell, Chill Wills—Pleasing western—77m.—see July 18 issue—(Technicolor)—(128).
 COMIN' ROUND THE MOUNTAIN—F—Bud Abbott, Lou Costello, Dorothy Shay—A and C starrer should ride into the better money—77m.—see June 20 issue—(127).
 FAT MAN, THE—MYMD—J. Scott Smart, Julie London, Rock Hudson—Picturization of popular radio show is okeh for the duallers—77m.—see Apr. 11 issue—(120).
 FRANCIS GOES TO THE RACES—F—Donald O'Connor, Piper Laurie, Cecil Kellaway—Highly amusing sequel should ride into the better money—87m.—see May 23 issue—(125).
 GROOM WORE SPURS, THE—C—Ginger Rogers, Jack Carson, Joan Davis—Amusing comedy—81m.—see Feb. 14 issue—(114).
 HARVEY—CD—James Stewart, Josephine Hull, Peggy Dow—High rating—104m.—see Oct. 25 issue—(107).
 HOLLYWOOD STORY—MYD—Richard Conte, Julia Adams, Richard Egan—Interesting mystery drama—77m.—see May 23 issue—(124).
 IRON MAN—MD—Jeff Chandler, Evelyn Keyes, Stephen McNally—Good fight melior—83m.—see July 18 issue—(130).
 KATIE DID IT—C—Ann Blyth, Mark Stevens, Cecil Kellaway—Amusing programmer—81m.—see Apr. 11 issue—(122).
 LITTLE BALLERINA—DMU—Yvonne Marsh, Marlon Chapman, Doreen Richards—Import may have appeal to some art spots—60m.—see Mar. 28 issue—(English-made)—(182).
 MA AND PA KETTLE BACK ON THE FARM—F—Percy Kilbride, Marjorie Main, Richard Long—Series entry should have usual appeal—81m.—see Mar. 28 issue—(117).
 MAGNET, THE—CD—Stephen Murray, Kay Walsh, William Fox—Import has good selling angles—78m.—see Mar. 14 issue—(English-made)—(181).
 MARK OF THE RENEGADE, THE—ACD—Ricardo Montalban, Cyd Charisse, J. Carol Naish—Fair program—80m.—see Aug. 1 issue—(Technicolor)—(129).
 OPERATION DISASTER—D—John Mills, Helen Cherry, Richard Attenborough—Interesting import—100m.—see Jan. 17 issue—(English-made)—(113).
 PRINCE WHO WAS A THIEF—ROMD—Tony Curtis, Piper Laurie, Jeff Corey—Arabian Nights-type entertainment should ride into the better money—88m.—see June 6 issue—(Technicolor)—(126).
 SMUGGLER'S ISLAND—MD—Jeff Chandler, Evelyn Keyes, Philip Friend—Fair programmer—75m.—see Apr. 25 issue—Leg.: B—(Technicolor)—(121).
 TALES OF THE WEST (No. 4)—MUW—Tex Williams, Deuce Spriggins, Donna Martel—(Two-story feature comprising "Western Courage" and "Ready To Ride")—Okeh compilation of two musical westerns—54m.—see Jan. 17 issue—(5104).
 TARGET UNKNOWN—MD—Mark Stevens, Alex Nicol, Robert Douglas—Interesting war melior—90m.—see Jan. 31 issue—(111).
 TOMAHAWK—WMD—Van Heflin, Yvonne De Carlo, Preston Foster—Above average outdoor show—82m.—see Jan. 17 issue—(Technicolor)—(110).
 UP FRONT—C—David Wayne, Tom Ewell, Marina Bertl—Good war comedy is filled with merchandising angles—90m.—see Mar. 14 issue—(118).

TO BE REVIEWED OR IN PRODUCTION

BATTLE OF APACHE PASS—John Lund, Jeff Chandler, Beverly Tyler—(Technicolor).
 BROWNING VERSION, THE—Michael Redgrave, Jean Kent—(English-made).
 CAVE, THE—Macdonald Carey, Alexis Smith, Victor Jory—(Technicolor).
 CIMARRON KID, THE—Audie Murphy, Beverly Tyler, James Best—(Technicolor).
 DOOR, THE—Charles Laughton, Boris Karloff, Sally Forrest.
 FINDERS KEEPERS—Tom Ewell, Julia Adams, Evelyn Varden.
 FLAME OF ARABY—Maureen O'Hara, Jeff Chandler, Maxwell Reed—(Technicolor).
 GOLDEN HORDE, THE—David Farrar, Ann Blyth, Peggy Castle—(Technicolor).
 HERE COME THE NELSONS—Ozzie, Horriet, David and Ricky Nelson.
 LADY FROM TEXAS, THE—Howard Duff, Mona Freeman, Josephine Hull—(Technicolor).
 LADY PAYS OFF, THE—Linda Darnell, Stephen McNally, Virginia Field.
 MA AND PA KETTLE AT THE FAIR—Marjorie Main, Percy Kilbride, Lori Nelson.
 MEET DANNY WILSON—Frank Sinatra, Shelly Winters, Alex Nicol.
 LITTLE EGYPT—Mark Stevens, Rhonda Fleming, Nancy Guild—(Technicolor)—Leg.: B.
 POOL OF LONDON—Bonar Colleano, Renee Asherson, Morla Lister—(English-made).
 RAGING TIDE, THE—Shelley Winters, Richard Conte, Stephen McNally.
 REUNION IN RENO—Mark Stevens, Peggy Dow, Gigi Perreau.
 THUNDER ON THE HILL—Claudette Colbert, Ann Blyth, Robert Douglas.

TREASURE OF FRANCHARD, THE—William Powell, Julia Adams, Charles Drake—(Technicolor).
WEEKEND WITH FATHER—Von Heflin, Patricia Neal, Richard Denning.
YOU NEVER CAN TELL—Dick Powell, Peggy Dow, Charles Drake.

Warners

(1950-51 releases from 001 up)

ALONG THE GREAT DIVIDE—WD—Kirk Douglas, Virginia Mayo, Walter Brennan—Names should help make the difference—88m.—see May 9 issue—(025).
BREAKING POINT, THE—MD—John Garfield, Patricia Neal, Phyllis Thaxter—Names should help fair melodrama—97m.—see Sept. 13 issue—Leg. B—(005).
CAPTAIN HORATIO HORNBLLOWER—HISTMD—Gregory Peck, Virginia Mayo, Robert Beatty—Topnotch—117m.—see June 20 issue—(Made in England)—(Technicolor)—(030).
DODGE CITY—MD—Errol Flynn, Olivia DeHovilland, Alan Hale, Ann Sheridan—Names should help reissue—104m.—see Mar. 28 issue—(017).
ENFORCER, THE—MD—Humphrey Bogart, Roy Roberts, Ted DeCorsi—Good melodrama—87m.—see Jan. 31 issue—(015).
FORT WORTH—OMD—Randolph Scott, David Brian, Phyllis Thaxter—Above average outdoor meller—80m.—see May 23 issue—(Technicolor)—(028).
GOODBYE, MY FANCY—D—Joan Crawford, Robert Young, Frank Lovejoy—Overlong romantic drama has names to sell—107m.—see Apr. 11 issue—(024).
INSIDE THE WALLS OF FOLSOM PRISON—MD—Steve Cochran, David Brian, Philip Carey—Prison film can be sold to the hilt—87m.—see May 23 issue—(026).
I WAS A COMMUNIST FOR THE F.B.I.—MD—Frank Lovejoy, Dorothy Hart, James Millican—Topical melodrama has plenty of selling angles—82m.—see May 9 issue—(023).
JIM THORPE, ALL AMERICAN—BID—Burt Lancaster, Charles Bickford, Phyllis Thaxter—Should land in the better money—107m.—see June 20 issue.
LIGHTNING STRIKES TWICE—MYD—Richard Todd, Ruth Roman, Mercedes McCambridge, Zachary Scott—Good suspense show—91m.—see Feb. 28 issue—(019).
LULLABY OF BROADWAY—CMU—Doris Day, Gene Nelson, Billy DeWolfe—Entertaining musical—92m.—see Mar. 28 issue—(Technicolor)—(020).
ON MOONLIGHT BAY—CMU—Doris Day, Gordon MacRae, Jack Smith—Pleasing musical has the names and angles—95m.—see July 18 issue—(Technicolor)—(029).
ONLY THE VALIANT—OMD—Gregory Peck, Barbara Poytan, Ward Bond—Name draw should help well-made outdoor show—105m.—see Mar. 14 issue—(022).
OPERATION PACIFIC—MD—John Wayne, Patricia Neal, Ward Bond—Naval thriller should ride into the better grosses—109m.—see Jan. 17 issue—Leg. B—(013).
RATON PASS—WMD—Dennis Morgan, Patricia Neal, Steve Cochran—Names will make the difference—84m.—see Feb. 28 issue—(021).
ROCKY MOUNTAIN—ACD—Errol Flynn, Patrice Wymore, Scott Forbes—Good outdoor show—83m.—see Oct. 11 issue—(008).
STRANGERS ON A TRAIN—MD—Farley Granger, Ruth Roman, Robert Walker—Topflight meller—101m.—see June 20 issue—(027).
STREETCAR NAMED DESIRE, A—MD—Vivien Leigh, Marlon Brando, Kim Hunter—Vivid picturization of stage hit is packed with selling angles—125m.—see June 20 issue.
SUGARFOOT—W—Randolph Scott, Adele Jergens, Raymond Massey—Western has names to sell—80m.—see Jan. 31 issue—(Technicolor)—(016).
VIRGINIA CITY—MD—Errol Flynn, Miriam Hopkins, Randolph Scott, Humphrey Bogart—Reissue has names to help—121m.—see Mar. 28 issue—(018).

TO BE REVIEWED OR IN PRODUCTION

BIG TREES, THE—Patrice Wymore, Kirk Douglas, Eve Miller—(Technicolor).
BUGLES IN THE AFTERNOON—Ray Milland, Helena Carter, Hugh Marlowe, Forrest Tucker—(Technicolor).
CARSON CITY—Randolph Scott, Raymond Massey, Richard Webb—(Technicolor).
CLOSE TO MY HEART—Gene Tierney, Ray Milland, Foy Bainter.
COME FILL THE CUP—James Cagney, Phyllis Thaxter, Raymond Massey, Gig Young.
CRIMSON PIRATE, THE—Burt Lancaster, Nick Cravat—(Technicolor)—(Made in Italy).
DISTANT DRUMS—Gary Cooper, Mari Aldan, Ray Teal—(Technicolor).
FORCE OF ARMS—William Holden, Nancy Olson, Frank Lovejoy.
HIDDEN IN MY HEART—Gary Cooper, Patricia Neal.
I'LL SEE YOU IN MY DREAMS—Doris Day, Danny Thomas, Frank Lovejoy.
NORTH OF THE RIO GRANDE—Joel McCrea, Virginia Mayo, Dorothy Malone.
PAINTING THE CLOUDS WITH SUNSHINE—Virginia Mayo, Dennis Morgan, Lucille Norman—(Technicolor).
POLYGLIANT, THE—Joseph Cotton, Patricia Neal.
STARLIFT—James Cagney, Virginia Mayo, Doris Day, Gordon MacRae, Ruth Roman, Gene Nelson.
TANKS ARE COMING, THE—Steve Cochran, Philip Carey, Eve Miller, Paul Picerni.
TOMORROW IS ANOTHER DAY—Ruth Roman, Steve Cochran, Lurena Tuttle.
WHERE'S CHARLEY?—Roy Bolger, Allyn McLerie, Horace Cooper—(Technicolor)—(Made in England).

Miscellaneous

(Distributors' addresses will be furnished on request).

DALTONS' WOMEN, THE—W—Tom Neal, Pamela Blake, Jack Holt—Exploitable western—76m.—see Apr. 11 issue—(Western Adventure).
GAY GIRLIES—BUR—Okeh for spots that can play it—see July 18 issue—(Lust).

HILLS OF IRELAND—TRAV—Commentary by Pat O'Brien, songs by Christopher Lynch—Travelogue has appeal for Irish spots—60m.—see Mar. 28 issue—(Color)—(World Travel).
HOLLYWOOD PEEP SHOW—NOVMU—Goy Dawn, Bobby Faye, Charmaine—Highly exploitable burlesque film—80m.—see Mar. 28 issue—(Roadshow Attractions).
MONTICELLO HERE WE COME—NOV—Larry Daniels, Menasha Skulnick, Mary Forest—Mediocre offering has limited appeal—74m.—see Jan. 31 issue—(Yiddish with some English)—(Cinema Service).
RAGE OF BURLESQUE—BUR—Lillian White, Slim Gaillard Trio, Terry Sisters—Mild burlesque offering—56m.—see Aug. 1 issue—(Schlafer).
SHIM SHAM FOLLIES—BUR—Okeh for spots that can play it—72m.—see July 18 issue—(Lust).
SUICIDE ATTACK—COMP—Japanese war films with English narration—Exploitable war compilation—65m.—see Apr. 25 issue—(Florea).

Foreign-Made

(Distributors' addresses will be furnished on request).

ANOTHER SHORE—CD—Robert Beatty, Maira Lister, Stanley Holloway—Quiet British comedy with limited appeal—77m.—see Mar. 14 issue—(English-made)—(I.R.O.).
APPOINTMENT WITH CRIME—MD—William Hartnell, Robert Beatty, Joyce Howard—Routine British meller—90m.—see Mar. 28 issue—(English-made)—(Four Continents).
AU GRAND BALCON—D—Pierre Fresnay, Georges Marchal, Jeannine Crispin—Routine French import—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
BALLET CONCERT—COMP—Russian ballet corps and folk dancers—Ballet offering has limited appeal—54m.—see May 23 issue—(Russian-made)—(Artkino).
BURIED ALIVE—HISTMD—Milly Vitale, Paul Miller, Evi Maitegliati—Uneven offering for the Italian houses—84m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Casolare).
CHANCE OF A LIFETIME—D—Basil Radford, Mial McGinnis, Bernard Miles—Highly interesting import—89½m.—see Feb. 14 issue—(English-made)—(Ballantine).
CHRISTINA—HISD—Petro Peters, Wolfgang Lukschky, Tilly Lauenstein—German import might appeal in certain situations—85m.—see Jan. 31 issue—(German-made)—(English titles)—(Central Cinema).
CROSSROADS OF PASSION—MD—Viviane Romance, Valentina Cortese, Clement Duhour—Standard French meller—96m.—see Mar. 28 issue—(French-made)—(English titles)—(Films International).
DANCE OF LIFE—FANMU—Valerie Bettis, Letita Ide, Jose Limon—Art house entry has limited appeal—40m.—see Mar. 14 issue—(English-made)—(Hyperion).
DESERT BRIDE—D—Jean Gabin, Annabella, Aimos—Routine French import—90m.—see July 4 issue—(French-made)—(English titles)—(Hoffberg).
DOCTOR BEWARE—CD—Vittorio DeSica, Anna Magnani, Irasema Dillian—Okeh for the Italian and art houses—92m.—see Mar. 14 issue—(Italian-made)—(English titles)—(Academy).
DREAM BALLERINA—DMU—Violette Verdy, Gabrielle Dorziat, Henri Guisol—Art house attraction has limited appeal—78m.—see Apr. 25 issue—(French-made)—(English titles)—(AFE).
EDGE OF THE WORLD, THE—MD—John Laurie, Bell Chrystall, Eric Berry—Engrossing art house attraction—73m.—see June 6 issue—(English-made)—(Classic).
EMPEROR'S NIGHTINGALE, THE—NOV—Cast of puppets, narrated by Boris Korloff—Delightful art house offering—70m.—see May 23 issue—(Czech-made)—(English narration)—(Nu-Agfa Color)—(Rembrandt).
EXCHANGE GIRL—CD—Yolande Donlan, Michael Rennie, Garry Marsh—Pleasing British comedy for the art spots—83m.—see Mar. 28 issue—(English-made)—(Films International).
FACE TO THE WIND—CD—Sophie Leclair, Danielle Tardy, Elaine Delgrange—Lively French comedy—85m.—see Jan. 31 issue—(French-made)—(English titles)—(Lafayette).
FAR FROM MOSCOW—ACD—N. Okhlopov, Lev Sverdlin, P. Kadochnikov—Better than average Russian program—90m.—see July 18 issue—(Magnicolor)—(Russian-made)—(English titles)—(Artkino).
FIRST FRONT—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Import has limited appeal for Russian houses—77m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
FLAME OF PARIS, THE—DMU—Josephine Baker, Albert Prejean, Robert Arrouz—Josephine Baker's current popularity should help import—60m.—see June 20 issue—(French-made)—(English titles)—(Hoffberg).
GOD NEEDS MEN—D—Pierre Fresnay, Madeleine Robinson, Daniel Gelin—Topnotch import for art and class houses—95m.—see Apr. 11 issue—(French-made)—(English titles)—(AFE).
HEADLINE—MD—Anne Crawford, David Farrar, John Stuart—Fair Import—76m.—see Jan. 31 issue—(English-made)—(English).
HERE COME THE HUGGETS—C—Jack Warner, Kathleen Harrison, Jane Hylton—Minor English comedy for the art houses—80m.—see Jan. 17 issue—(English-made)—(I.R.O.).
HORSEMEN, THE—OD—Sergei Cur, T. Gridov, Tamara Chernova—Okeh import for the Russian houses—100m.—see Feb. 14 issue—(Russian-made)—(English titles)—(Artkino).
INHERITANCE, THE—MD—Jean Simmons, Katina Paxinou, Derrick De Marney—Good Import for the art spots—90m.—see Jan. 31 issue—(English-made)—(Fine Arts).
INTERRUPTED JOURNEY—MD—Valerie Hobson, Richard Todd, Christine Norden—Moderate British meller—80m.—see July 4 issue—(English-made)—(Lopert).
JACQUELINE MISBEHAVES—CD—Hugh Williams, Carla Lehmann, Joyce Howard—Fair import—see Jan. 31 issue—(English-made)—(Regal).
JOSEPH SCHMIDT STORY, THE—DMU—Joseph Schmidt, Viktor de Kowit, Okeh Import for the art houses—76m.—see April 11 issue—(German-made)—(English titles)—(Arthur Davis).

KRAKATIT—DFAN—Karek Hoger, Florence Marly, Frantisek Smolik—Unusual anti-war entry for the art houses—102m.—see May 23 issue—(Czech-made)—(English titles)—(Artkino).
LADY PANAME—SDMU—Louis Jouvet, Henri Guisol, Suzy Delair—Lively French import—97m.—see Mar. 28 issue—(French-made)—(English titles)—(Discina).
LAST ILLUSION, THE—MD—Fritz Kortner, Johanna Hofer, Rosemary Murphy—Art house offering has limited appeal—89m.—see April 11 issue—(German-made)—(English titles)—(Films International).
LIEUTENANT CRAIG—MISSING—MD—Enrico Viarisio, Delia Scalo, Val DuBois—Routine offering for the art and Italian houses—85m.—see June 6 issue—(Italian-made)—(English titles)—(Lux).
LOVERS OF VERONA, THE—MD—Serge Reggiani, Pierre Brasseur, Anouk Aimee—Uneven entry for the class and art spots—90m.—see Mar. 28 issue—Leg. C—(French-made)—(English titles)—(Souvaine Selective).
MANIACS ON WHEELS—D—Dirk Bogarde, Bonor Colleano, Renee Asherson—Routine import—76m.—see July 18 issue—(English-made)—(I.R.O.).
MINNE—CD—Daniele Delorme, Franck Villiard, Jean Tissier—Amusing, spicy French import—82m.—see May 9 issue—(French-made)—(English titles)—(Hakim).
MIQUETTE—F—Louis Jouvet, Daniele Delorme, Bourvil—Clever French farce—83m.—see Feb. 14 issue—(French-made)—(English titles)—(Discina).
MY FIRST LOVE—CD—Gerard Nery, Jacqueline Delubac, Aime Claire—Routine French import—76m.—see July 4 issue—(French-made)—(English titles)—(Cohen).
NATIVE SON—MD—Jean Wallace, Richard Wright, Glorio Madison—Racial meller may have appeal for art, class spots—90m.—see July 4 issue—(Argentinian-made)—(English dialogue)—(Classic).
NO ORCHIDS FOR MISS BLANDISH—MD—Jack LaRue, Hugh McDermott, Linden Travers—British meller has plenty of selling angles—92m.—see Mar. 14 issue—Leg. C—(English-made)—(Renown).
NO PLACE FOR JENNIFER—D—Lea Genn, Bea Campbell, Rosemond John—Interesting import—90m.—see Apr. 25 issue—Leg. B—(English-made)—(Stratford).
OUTRAGES OF THE ORIENT—D—Lindo Estrella, Fernando Royo, Mona Lisa—Fair exploitation entry—65m.—see Mar. 29 issue—(Made in Philippine Islands)—(Bell).
PORTRAIT OF CLARE—D—Margaret Johnston, Robin Bailey, Richard Todd—For the art spots—99m.—see July 18 issue—(English-made)—(Stratford).
RATS OF TOBRUK—MD—"Chips" Rafferty, Grant Taylor, Peter Finch—Interesting art house offering—85m.—see June 6 issue—(Australian-made)—(Renown).
RIPTIDE—MD—Gerard Philipe, Madeleine Robinson, Jane Marken—Okeh French import—75m.—see Apr. 25 issue—(French-made)—(English titles)—(Films International).
RIVALS, THE—DOC—Interesting documentary for the Russian houses—40m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
SECRET BRIGADE, THE—D—Vladimir Druznikov, A. Khviliya, G. Glebov—Standard Russian entry—78m.—see Apr. 11 issue—(Russian-made)—(English titles)—(Artkino).
SECRET OF MAYERLING, THE—HISTD—Jean Marais, Dominique Blanchard, Claude Farrel—Okeh art house attraction—97m.—see May 23 issue—(French-made)—(English titles)—(Hakim).
SEVEN DAYS TO NOON—D—Barry Jones, Olive Sloane, Andre Morelle—High rating thriller—93m.—see Jan. 31 issue—(English-made)—(Mayer-Kingsley).
SIN OF ESTHER WATERS, THE—D—Kathleen Ryan, Dirk Bogarde, Cyril Cusack—Mediocre importation—69m.—see June 6 issue—(English-made)—(I.R.O.).
SONG OF DOLORES—MD—Imperio Argentina, Enrique Diosdado, Ricardo Canales—Okeh offering for Spanish houses—see July 4 issue—(Spanish-made)—(English titles)—(Lux).
SONG OF MY HEART—OPC—Giuseppe Lugo, Ruby D'Alma, Laura Nucci—Pleasing entry for the art and specialty spots—86m.—see Jan. 17 issue—(Italian-made)—(English titles)—(Crown).
SOUVENIR—ROMD—Michele Margan, Jean Marais, Jean Cheviere—Name draw may help—100m.—see Oct. 25 issue—(French-made)—(English titles)—(Pathe).
SYLVIE AND THE PHANTOM—CFAN—Odette Joyeux, Francois Perier, Louis Salou—Light fantasy for the art and class spots—85m.—see Oct. 25 issue—(French-made)—(English titles)—(Discina).
TALES OF HOFFMANN, THE—OP—Maira Shearer, Leonide Massine, Robert Helpmann—Beautiful production for art and class spots—134m.—see Apr. 11 issue—(English-made)—(Technicolor)—(Lopert).
TONY DRAWS A HORSE—F—Cecil Parker, Anne Crawford, Derek Bond—Delightful art house offering—90m.—see June 6 issue—(English-made)—(Fine Arts).
TREASURE, THE—F—Danuta Szaflarska, Jerzy Duszynski, Adolph Dymyszka—Mildly amusing Polish farce—102m.—see Apr. 25 issue—(Polish-made)—(English titles)—(Pol-Ton).
UNDER SUNNY SKIES—MUC—A. Karlyev, V. Neshiplenka, G. Klicheva—Okeh musical for the Russian houses—86m.—see Jan. 17 issue—(Russian-made)—(English titles)—(Artkino).
VICTORS AND THE VANQUISHED, THE—HISTD—A. Dyky, Y. Shumsky, V. Merkuriev—Okeh entry for the Russian houses—76m.—see Apr. 25 issue—(Russian-made)—(English titles)—(Artkino).
WAYS OF LOVE—D—Sylvia Battaille, Jean Renoir, Anna Magnani, Marcel Pagnol—High rating import—121m.—see Jan. 3 issue—Leg. C—(French and Italian-made)—(English titles)—(Burstyn).
WEINER BLUT—MUC—Willy Ritsch, Maria Holst, Darit Kreysler—Routine art house offering—83m.—see Mar. 28 issue—(Austrian-made)—(English titles)—(Films International).
WONDERFUL TIMES—COMP—Leading world personalities of the past 50 years—Import has the angles for the class and art spots—86m.—see May 9 issue—(German-made)—(English titles)—(Academy).
YOUNG GUARD—D—Vladimir Ivanov, Tamara Marokova, Irene Marakova—Above average Russian import—134m.—see May 23 issue—(Russian-made)—(English titles)—(Artkino).

The Shorts Parade

(Ratings: E-Excellent; G-Good; F-Fair; B-Bad). (Complete listings of the rest of the 1949-50 shorts product will be found on pages 2987, 2988, 2989 of The Pink Section, another regular service of EXHIBITOR. The number opposite each series designates the total announced by the company at the beginning of the season-Ed.)

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
Columbia					
Two Reel COMEDIES					
ASSORTED AND ALL-STAR (6)					
3411	(Sept. 7)	A Blunderful Time (Clyde)	F	16 1/2m.	2943
3412	(Oct. 5)	Foy Meets Girl (Foy)	F	16 1/2m.	2964
3413	(Jan. 11)	He Flew The Shrew (Vernon-Quillan)	F	16 1/2m.	3040
3414	(Feb. 8)	Wedding Yells (Foy)	G	16m.	3040
3415	(Mar. 8)	Blonde Atom Bomb (Clyde)	F	17m.	3064
3416	(May 10)	Fun On The Run (Vernon-Quillan)	G	16m.	3087
3421	(Oct. 12)	Two Roaming Champs (Baer-Rosenbloom)	F	16 1/2m.	2964
3422	(Nov. 9)	A Slip And A Miss (Herbert)	F	16m.	2984
3423	(Dec. 21)	Innocently Guilty (Wheeler)	F	16m.	3021
3424	(Feb. 22)	Wine, Woman And Bong (Baer-Rosenbloom)	F	15 1/2m.	3056
3425	(Apr. 19)	The Awful Sleuth (Wheeler)	G	16m.	3072
3426	(July 14)	WooWoo Blues (Herbert)	G	16m.	
COMEDY FAVORITE RE-RELEASES (6)					
3431	(Sept. 14)	Shot In The Escape	F	19m.	2934
3432	(Nov. 16)	Free Rent	F	18 1/2m.	2958
3433	(Dec. 14)	Taming of the Snood	F	16m.	2985
3434	(Feb. 15)	The Champ's A Chump	B	19m.	3025
3435	(Apr. 12)	General Nuisance	F	17m.	3064
3436	(June 14)	Phony Cronies	F	16 1/2m.	3087
SERIALS (4)					
3120	(Nov. 2)	Pirates Of The High Seas	F	15ep.	2964
3140	(Feb. 15)	Overland With Kit Carson (Reissue)	G	15ep.	3012
3160	(May 31)	Roar Of The Iron Horse	G	15ep.	3087
SPECIAL (Technicolor)					
3440	(July 21)	A Day With The FBI	E	19m.	3087
THREE STOOGES (8)					
3401	(Sept. 7)	Three Hams On Rye	G	15 1/2m.	2943
3402	(Oct. 8)	Studio Stoops	F	16m.	2964
3403	(Nov. 9)	Slap Happy Sleuths	F	16m.	2984
3404	(Dec. 7)	A Snitch In Time	F	16 1/2m.	3005
3405	(Jan. 4)	Three Arabian Nuts	F	16m.	3021
3406	(Mar. 1)	Baby Sitters' Jitters	F	16m.	3040
3407	(May 3)	Don't Throw That Knife	G	16m.	3087
3408	(July 7)	Scrambled Brains	G	16m.	
One Reel CANDID MICROPHONE (6)					
3551	(Oct. 12)	Candid Microphone-No. 1	G	11m.	2965
3552	(Dec. 14)	Candid Microphone-No. 2	G	10m.	3005
3553	(Feb. 15)	Candid Microphone-No. 3	G	10 1/2m.	3040
3554	(Apr. 12)	Candid Microphone-No. 4	F	11m.	3043
3555	(June 14)	Candid Microphone-No. 5	G	10 1/2m.	3080
CAVALCADE OF BROADWAY (8)					
3651	(Oct. 26)	The Versailles	G	10m.	2986
3652	(Dec. 28)	The China Doll	G	11m.	3021
3653	(Apr. 12)	Havana Madrid	G	10m.	3074
3654	(June 28)	New York After Midnight	G	10m.	
COLOR FAVORITES (12) (Re-releases) (Technicolor)					
3601	(Sept. 7)	Happy Tots' Expedition	G	7m.	2943
3602	(Oct. 5)	Land Of Fun	G	7m.	2959
3603	(Nov. 9)	Peaceful Neighbors	E	8 1/2m.	2959
3604	(Dec. 7)	The Foolish Bunny	G	8m.	2985
3605	(Jan. 11)	Midnight Frolics	F	7 1/2m.	3005
3606	(Feb. 8)	The Carpenters	F	8m.	3028
3607	(Mar. 15)	Poor Little Butterfly	F	7m.	3043
3608	(Apr. 5)	Jitterbug Knights	F	7m.	3065
3609	(May 17)	Birds In Love	F	7 1/2m.	3087
3610	(June 21)	Air Hostess	F	8m.	3087
3611	(July 28)	The Egg Hunt	F	7m.	3087
FILM NOVELTIES (8)					
3901	(Sept. 28)	Stars Of Tomorrow "Tots and Teens"	G	10m.	2960
JOLLY FROLICS (3) (Technicolor)					
3501	(Nov. 30)	The Popcorn Story	E	6 1/2m.	2998
3502	(Jan. 25)	Gerald McBoing-Boing	E	7m.	2998
3503	(June 28)	Family Circus	E	7m.	3105
MR. MAGOO (3) (Technicolor)					
3701	(Sept. 14)	Trouble Indemnity	G	6 1/2m.	2943
3702	(Dec. 28)	Bungled Bungalow	E	6 1/2m.	3021
3703	(Apr. 25)	The Barefaced Flatfoot	E	7m.	3074
MUSIC TO REMEMBER (6)					
3751	(.....)	Prince Igor	G	9 1/2m.	2952
3752	(.....)	Nutcracker Suite	G	9 1/2m.	2960
3753	(.....)	Piano Concerto In B-Flat Minor	G	10m.	2965
3754	(.....)	Peer Gynt Suite	G	9 1/2m.	2985
3755	(.....)	1812 Overture	F	11m.	2998
3756	(.....)	Swan Lake Ballet	G	10m.	3021

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
SCREEN SNAPSHOTS (12) (Series 30)					
3851	(Sept. 28)	30th Anniversary Special	E	11m.	2960
3852	(Oct. 19)	Fun At Shadow Mountain	G	9 1/2m.	2938
3853	(Nov. 16)	Hollywood Goes To Bat	G	10m.	2985
3854	(Dec. 14)	Heart Throbs of Yesterday	G	10m.	3004
3855	(Jan. 25)	Reno's Silver Spurs Awards	F	9m.	3028
3856	(Mar. 22)	Jimmy McHugh's Song Party	G	10 1/2m.	3065
3857	(Apr. 19)	Hollywood Memories	G	9m.	3074
3858	(May 17)	Hollywood Awards	G	9 1/2m.	3105
3859	(June 21)	Hollywood Pie Throwers	G	9 1/2m.	3113
3860	(June 21)	The Great Director	G	9 1/2m.	
VARIETY FAVORITES (8) (Re-releases)					
3951	(Sept. 21)	Korn Kobbler	G	11m.	2932
3952	(Nov. 23)	Drug Store Follies	F	10 1/2m.	2958
3953	(Dec. 21)	Milt Britton and Band	B	11m.	3005
3954	(Feb. 22)	Brokers' Follies	G	11m.	3043
WORLD OF SPORTS (12)					
3801	(Sept. 28)	Snow Fiesta	G	9m.	2960
3802	(Oct. 26)	King Of The Pins	G	9m.	2986
3803	(Nov. 30)	Mat Masters	F	10m.	2998
3804	(Dec. 28)	Champion Jumpers	G	10m.	3021
3805	(Feb. 22)	Army's All American	G	10m.	3056
3806	(Apr. 12)	Quebec Sports Holiday	F	8 1/2m.	3075
3807	(Apr. 26)	Mr. Tennis	G	9m.	3088
3808	(May 31)	Future Major Leaguers	G	11m.	3105
3809	(June 28)	Sunshine Sports	E	10m.	3115
MGM					
One Reel CARTOONS (16) (Technicolor) (T-J-Tom and Jerry)					
W-231	(Sept. 16)	The Hollywood Bowl (T-J)	E	7m.	2932
W-232	(Sept. 30)	Garden Gopher	G	6m.	2953
W-233	(Oct. 21)	Framed Cat (T-J)	F	7m.	2952
W-234	(Nov. 4)	The Chump Champ	F	7m.	2952
W-235	(Nov. 25)	Cue Ball Cat (T-J)	G	7m.	2959
W-236	(Dec. 9)	The Peachy Cobbler	G	7m.	2975
W-237	(Jan. 6)	Casanova Cat (T-J)	F	7m.	3004
W-238	(Jan. 27)	Fresh Laid Plans	F	9m.	2998
W-239	(Feb. 10)	Cock-A-Dooodle Dog	G	7m.	3022
W-240	(Mar. 3)	Jerry And The Goldfish (T-J)	E	7m.	3028
W-241	(Mar. 31)	Daredevil Droopy	G	6m.	3028
W-242	(Apr. 7)	Jerry's Cousin (T-J)	G	7m.	3028
W-243	(May 5)	Droopy's Good Deed	G	7m.	3049
W-244	(May 26)	Sleepy Time Tom (T-J)	F	7m.	3049
W-245	(June 16)	Symphony In Slang	E	7m.	3056
W-246	(July 7)	His Mouse Friday (T-J)	F	7m.	3065
GOLD MEDAL REPRINT CARTOONS (6) (Technicolor)					
W-261	(Oct. 7)	Zoot Cat	E	7m.	2959
W-262	(Dec. 2)	The Early Bird Dood It	G	9m.	2975
W-263	(Feb. 24)	The Million Dollar Cat	F	7m.	2999
W-264	(Apr. 14)	The Shooting Of Dan McGoo	G	8m.	3028
W-265	(June 2)	Gallop'n' Gals	E	7m.	3043
W-266	(Aug. 4)	The Bodyguard	F	7m.	3105
PEOPLE ON PARADE (8) (Technicolor)					
P-211	(Jan. 6)	Egypt Speaks	F	8m.	3013
P-212	(Feb. 3)	Voices Of Venice	G	8m.	3028
P-213	(Apr. 21)	Springtime In The Netherlands (Traveltalk)	G	9m.	3040
P-214	(Apr. 28)	Land Of The Zuider Zee (Traveltalk)	G	9m.	3040
P-215	(May 12)	A Word For The Greeks (Traveltalk)	F	8m.	3080
P-216	(June 23)	Romantic Riviera (Traveltalk)	F	9m.	3099
PETE SMITH SPECIALTIES (10)					
S-251	(Sept. 2)	Wrong Way Butch	E	10m.	2943
S-252	(Sept. 9)	Football Thrills No. 13	G	9m.	2932
S-253	(Oct. 21)	Table Toppers	G	8m.	2952
S-254	(Nov. 11)	Curious Contests	G	8m.	2985
S-255	(Dec. 16)	Wanted: One Egg	G	9m.	2986
S-256	(Feb. 17)	Sky Skiers	G	8m.	3022
S-257	(Mar. 24)	Fixin' Fool	G	8m.	3056
S-258	(Apr. 28)	Camera Sleuth	G	10m.	3056
S-259	(June 16)	Bandage Bait	E	9m.	3088
S-260	(July 11)	Bargain Madness	G	9m.	3113
Paramount					
Two Reel MUSICAL PARADE FEATURETTES (6) (Technicolor) (Reissues)					
FF10-1	(Oct. 6)	Mardi Gras	E	19m.	2931
FF10-2	(Oct. 6)	Caribbean Romance	E	19m.	2931
FF10-3	(Oct. 6)	Showboat Serenade	E	10m.	2931
FF10-4	(Oct. 6)	You Hit The Spot	G	18m.	2931
FF10-5	(Oct. 6)	Bombalea	E	19m.	2931
FF10-6	(Oct. 6)	Halfway To Heaven	G	19m.	2931
SPECIAL (1)					
T10-1	(Sept. 1)	The New Pioneers	E	20m.	2992
CASPER CARTOONS (6) (Technicolor)					
B10-1	Oct. 27	Casper's Spree Under The Sea	E	10m.	2975
B10-2	(Dec. 13)	Once Upon A Rhyme	G	8m.	3004
B10-3	(Mar. 30)	Boo Hoo Baby	G	8m.	3035
B10-4	(June 8)	To Boo Or Not To Boo	G	8m.	3093
B10-5	(July 27)	Boo Scout	G	8m.	3112
B10-6	(Aug. 10)	Casper Comes To Clown	G		
GRANTLAND RICE SPORTLIGHTS (12)					
R10-1	(Oct. 6)	Desert Hi-Jinks	G	9m.	2986
R10-2	(Nov. 10)	Outboard Shenanigans	G	9m.	2986

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
R10-3	(Oct. 6)	Glacier Fishing	G	9m.	2986
R10-4	(Nov. 24)	Targets On Parade	G	10m.	3004
R10-5	(Dec. 8)	Dobbin Steps Out	F	10m.	3004
R10-6	(Dec. 29)	Top Flight Tumblers	G	9m.	3013
R10-7	(Feb. 16)	Isle Of Sport	F	10m.	3035
R10-8	(Mar. 16)	Big Little Leaguers	E	9m.	3051
R10-9	(May 11)	The Jumping Off Place	G	10m.	3080
R10-10	(May 25)	Close Decisions	G	10m.	3113
R10-11	(June 22)	City Of Ball Tossers	G	10m.	3113
R10-12	(July 20)	Follow The Game Trails	G	10m.	3113
NOVELTOONS (10)					
(Technicolor)					
P10-1	(Nov. 10)	Voice Of The Turkey	F	6m.	2975
P10-2	(Nov. 24)	Mice Meeting You	G	7m.	3004
P10-3	(Dec. 22)	Sock-A-Bye Kitty	G	7m.	3013
P10-4	(Jan. 12)	One Quack Mind	F	7m.	3013
P10-5	(Mar. 9)	Mice Paradise	G	7m.	3035
P10-6	(Apr. 27)	Hold The Lion Please	G	7m.	3056
P10-7	(May 4)	Land Of Lost Watches	G	9m.	3080
P10-8	(June 1)	As The Crow Lies	F	6m.	3098
P10-9	(July 6)	Slip Us Some Redskin	G	7m.	3112
P10-10	(Aug. 3)	Party Smarty			
PACEMAKERS (6)					
K10-1	(Oct. 20)	Just For Fun	E	10m.	2983
K10-2	(Oct. 27)	The City of Beautiful Girls	G	10m.	2975
K10-3	(Dec. 8)	Country Cop	G	10m.	3005
K10-4	(Feb. 2)	Music Circus	F	11m.	3035
K10-5	(Mar. 23)	Kids And Pets	G	11m.	3056
K10-6	(Apr. 13)	The Littlest Expert	G	10m.	3080
POPEYE CARTOONS (8)					
(Technicolor)					
E10-1	(Oct. 13)	Quick On The Vigor	G	7m.	2993
E10-2	(Nov. 10)	Riot In Rhythm	F	7m.	2975
E10-3	(Dec. 1)	Farmer And The Belle	G	7m.	3004
E10-4	(Jan. 26)	Vacation With Play	G	7m.	3005
E10-5	(Apr. 20)	Thrill Of Fair	G	7m.	3056
E10-6	(May 18)	Alpine For You	G	7m.	3080
E10-7	(June 6)	Double Cross Country Race	F	7m.	3098
E10-8	(July 13)	Pilgrim Popeye	F	7m.	3112
POPEYE CHAMPIONS (4)					
(Reissues)					
Z10-1	(Oct. 6)	Her Honor The Mare	E	7m.	2953
Z10-2	(Nov. 3)	We're On Our Way To Rio	G	8m.	2959
Z10-3	(Nov. 17)	Pop-Pie A La Mode	G	8m.	2959
Z10-4	(Nov. 17)	Shape Ahoy	G	7 1/2m.	2959
SCREEN SONGS (6)					
(Technicolor)					
X10-1	(Nov. 17)	Fiesta Time	G	7m.	2985
X10-2	(Nov. 17)	Fresh Yeggs	F	8m.	2985
X10-3	(Feb. 9)	Tweet Music	G	7m.	3040
X10-4	(Apr. 20)	Drippy Mississippi	E	7m.	3056
X10-5	(May 11)	Miner Forty Niners	E	7m.	3080
X10-6	(June 29)	Sing Again Of Michigan	E	7m.	3112
THE MOVIES AND YOU					
(All Industry Shorts)					
T10-2	(Jan. 15)	The Cinematographer	E	9 1/2m.	3005
RKO					
Two Reel					
CLARK AND McCULLOUGH REISSUES (4)					
13601	(Sept. 8)	Fits In A Fiddle	F	15m.	3003
13602	(Oct. 20)	Hey, Nanny, Nanny	F	15m.	3012
13603	(Nov. 17)	Alibi Bye, Bye	G	21m.	2974
13604	(Dec. 29)	Jitters The Butler	F	20m.	3003
COMEDY SPECIALS (6)					
13401	(Sept. 22)	Waiting For Baby	G	17m.	2882
13402	(Nov. 24)	Nightclub Daze	F	16m.	2907
13403	(Jan. 19)	The Newlywed's Boarder	F	15m.	3067
13404	(Mar. 16)	Tinhorn Troubadors	F	16m.	3080
13405	(May 11)	Newlyweds' Easy Payments	G	15m.	3104
13406	(July 6)	From Rogues To Riches	G	15m.	
EDGAR KENNEDY REISSUES (4)					
13501	(Sept. 1)	Act Your Age	G	18m.	2958
13502	(Sept. 29)	'Tain't Legal	B	16m.	2958
13503	(Oct. 27)	Kennedy The Great	F	19m.	2974
13504	(Dec. 22)	Mutiny In The County	F	17m.	2974
LEON ERROL COMEDIES (6)					
13701	(Sept. 15)	Texas Tough Guy	F	18m.	2964
13702	(Dec. 1)	Spooky Wooky	F	15m.	2998
13703	(Jan. 26)	Chinatown Chump	F	16m.	3035
13704	(Mar. 30)	Punchy Pancho	G	16m.	3028
13705	(May 25)	One Wild Night	G	17m.	3087
MY PAL (2)					
13201	(Oct. 6)	Pal, Fugitive Dog	F	21m.	2986
13202	(Feb. 16)	Pal's Gallant Journey	G	22m.	3035
SPECIALS (3)					
13001	(Sept. 29)	You Can Beat The A-Bomb	E	19 1/2m.	2958
13901	(Dec. 8)	Football Headliners of 1950	F	17m.	3012
13801	(Apr. 13)	Basketball Headliners of 1951	G	16m.	3064
THIS IS AMERICA (13)					
13101	(Sept. 15)	Pinkerton Man	F	16m.	2943
13102	(Oct. 15)	Seven Cities Of Washington	G	15m.	2986
13103	(Nov. 10)	Whereabouts Unknown	E	15m.	2998
13104	(Dec. 8)	Letter To A Rebel (Reissue)	G	16m.	2974
13105	(Jan. 5)	Airlines To Anywhere	G	16m.	3028
13106	(Feb. 2)	Lone Star Roundup	G	15m.	3056
13107	(Mar. 2)	Cruise Ship	G	16m.	3056
13108	(Mar. 30)	Day Of The Fight	E	16m.	3067
13109	(Apr. 27)	The MacArthur Story	G	16m.	3064
13110	(June 22)	They Fly With The Fleet	E	16m.	3105
13111	(July 20)	Ambulance Doctor			
13112	(Aug. 7)	Marysville Prison			
TRUE-LIFE ADVENTURES (1)					
(Technicolor)					
23301	(Aug. 1)	Nature's Half Acre	E	22m.	3113

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section	Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
TWO-REEL SPECIALS (13)																	
One Reel																	
SCREENLINERS (13)																	
14201	(Sept. 8)	It's Only Muscle	G	9m. 2938													
14202	(Oct. 6)	Fairest Of The Finest	G	8m. 2965													
14203	(Nov. 3)	The Big Appetite	G	9m. 2986													
14204	(Dec. 1)	Package Of Rhythm	G	10m. 3013													
14205	(Dec. 29)	Research Ranch	F	8m. 3013													
14206	(Jan. 26)	Movie Oldies	G	9m. 3035													
14207	(Feb. 23)	Life Guard	G	8m. 3051													
14208	(Mar. 23)	Flying Padre	G	9m. 3067													
14209	(Apr. 20)	Your Fate Is In Your Hands	E	8m. 3088													
14210	(May 18)	Florida Cowhands	G	9m. 3098													
14211	(June 15)	Card Sharp	G	9m. 3105													
SPORTSCOPES (13)																	
14301	(Sept. 22)	Crocodile Hunters	F	9m. 2960													
14302	(Oct. 20)	Football's Mighty Mustang	F	8m. 2975													
14303	(Nov. 17)	Divling Dynasty	F	8m. 3004													
14304	(Dec. 15)	Connie Mack	F	8m. 2975													
14305	(Jan. 12)	Canadian Snow Fun	G	8m. 3035													
14306	(Feb. 9)	Big House Rodeo	F	8m. 3075													
14307	(Mar. 9)	The Big Shoot	G	8m. 3059													
14308	(Apr. 6)	Slammin' Sammy Snead	G	9m. 3067													
14309	(May 4)	First Lady Of The Turf	G	8m. 3088													
14310	(June 1)	Ted Williams	G	8m. 3099													
14311	(June 29)	Lake Texama	G	8m. 3105													
14312	(July 27)	Rainbow Chasers															
14313	(Aug. 24)	Channel Swimmer															
THE MOVIES AND YOU (All-Industry Shorts)																	
14301	(Sept. 13)	The Costume Designer	E	9m. 2749													
WALT DISNEY CARTOONS (16) (Technicolor)																	
(B—Donald Duck; G—Goofy; M—Mickey Mouse; P—Pluto; F—Figaro; S—Special)																	
14101	(Sept. 1)	Hook, Lion And Sinker(D)	G	7m. 2965													
14102	(Sept. 22)	Camp Dog (P)	G	7m. 2965													
14103	(Oct. 13)	Bee At The Beach (D)	F	7m. 2974													
14104	(Nov. 3)	Hold That Pose (G)	G	7m. 2998													
14105	(Nov. 24)	Morris The Midget Moose (S)	G	8m. 2938													
14106	(Dec. 15)	Out On A Limb (D)	G	7m. 3013													
14107	(Jan. 5)	Lion Down (G)	G	7m. 3013													
14108	(Jan. 19)	Chicken In The Rough	G	7m. 3035													
14109	(Feb. 9)	Cold Storage (P)	E	7m. 3040													
14110	(Mar. 2)	Dude Duck (D)	F	7m. 3056													
14111	(Mar. 23)	Homemade Home (G)	F	7m. 3065													
14112	(Apr. 6)	Corn Chips (D)	G	7m. 3064													
14113	(Apr. 27)	Cold War (S)	G	7m. 3087													
14114	(May 18)	Plutopia (P)	G	7m. 3087													
14115	(June 8)	Test Pilot Donald (D)	G	7m. 3098													
14116	(June 29)	Tomorrow We Diet	E	7m. 3105													
14117	(July 20)	A Lucky Number															
14118	(Aug. 10)	R'Coon Dawg															
WALT DISNEY REISSUES (6) (Technicolor)																	
14701	(Oct. 27)	The Moth And The Flame	E	8m. 2975													
14702	(Dec. 29)	Donald's Golf Game	E	8m. 2985													
14703	(Feb. 23)	Marbables	E	9m. 2985													
14704	(Apr. 20)	The Practical Pig	E	8m. 2985													
14705	(July 6)	Palar Trappers	E	8m. 2985													
14706	(Aug. 24)	The Old Mill	E	9m. 2985													
Republic SERIALS (4)																	
5081	(Dec. 23)	Desperadoes Of The West	G	12ep. 2934													
5082	(Mar. 17)	Flying Disc Men Fram Mars	G	12ep. 2974													
5083	(June 9)	Perils Of The Darkest Jungle (Reissue)	F	12ep. 3012													
5084	(Sept. 1)	Don Daredevil Rides Again	F	12ep. 3074													
5085	(.....)	General Agents vs. Phantom Legion	F	12ep.													
THIS WORLD OF OURS (6) (Trucolor)																	
4975	(Mar. 15)	Norway	G	9m. 2806													
4976	(June 1)	Denmark	G	9m. 2890													
4977	(July 15)	Glacier National Park	G	9 1/2m. 2915													
4978	(Aug. 30)	Sweden	G	9m. 2932													
4979	(Oct. 15)	France	E	10m. 2965													
4980	(Nov. 30)	Holland	G	9m. 2986													
(1950-51)																	
5071	(Jan. 15)	London	F	9m. 3013													
5072	(Feb. 15)	Portugal	G	9 1/2m. 3040													
5703	(Mar. 15)	Spain	G	9m. 3075													
5704	(Apr. 15)	England	G	9m. 3088													
5705	(May 15)	Hawaii	F	10m. 3080													
5706	(June 15)	Greece	G	9m. 3105													
20th Century-Fox Three Reel																	
7101	(Jan.)	Why Korea?	E	30m. 3012													
Two Reel																	
THE MARCH OF TIME (8) (Vol. 16)																	
(Feb.)	No. 1—Mid Century: Half Way Ta Where?	E	17m. 2798														
(Mar.)	No. 2—The Male Look	G	16m. 2819														
(Apr.)	No. 3—Where's The Fire?	E	19m. 2850														
(May)	No. 4—Beauty At Work	E	17m. 2874														
(Aug.)	No. 5—As Russia Sees It	G	16m. 2914														
(Sept.)	No. 6—The Gathering Storm	F	17m. 2952														
(Nov.)	No. 7—Schools On The March	G	18m. 2974														
(Dec.)	No. 8—Tito—New Ally?	E	18m. 3003														
(Vol. 17) (8)																	
(Feb.)	No. 1—Strategy For Victory	G	17 1/2m. 3028														
(Mar.)	No. 2—Flight Plan For Freedom	E	18 1/2m. 3049														
(Apr.)	No. 3—The Nation's Mental Health	E	19m. 3072														
(June)	No. 4—Moroccan Outpost	G	17m. 3098														
(Aug.)	No. 5—Crisis In Iran																
SPECIAL																	
(.....)	Draughtsman Of Dreams	G	16 1/2m. 2850														
(.....)	The Magnetic Tide (Cine-color)	G	21m. 2985														
One Reel																	
LEW LEHR (2) (Re-releases)																	
9801	(Aug.)	Monkeys Is The Cwaziest People	G	9m. 2915													
9802	(Aug.)	Monkey Doodle Dandles	G	9m. 2915													
MOVIETONE ADVENTURES (Technicolor)																	
2051	(Apr.)	Pattern Of Progress	G	8m. 2806													
MOVIETONE MELODIES (4)																	
7001	(Jan.)	Lawrence Welk and His Champagne Music	F	9m. 2779													
7002	(Mar.)	Red Ingle and His Gang	G	9m. 2785													
7003	(Aug.)	Skitch Henderson & Orch.	F	10m. 2883													
7004	(Oct.)	The Fantane Sisters	F	8m. 2932													
MOVIETONE SPECIALTIES (6)																	
8001	(June)	Mid-West Metropolis	G	9m. 2839													
8003	(July)	Music Of Manhattan	E	10m. 2839													
9801	(Feb.)	Struggle For Survival	E	9m. 2591													
9802	(Aug.)	The Hunter	E	8m. 2667													
9803	(Sept.)	Shadows In The Snow	G	9m. 2725													
SPECIAL																	
(.....)	Hame Of The Hameless	G	10m. 2837														
SPORTS REVIEWS (12) (T—Technicolor)																	
3001	(Jan.)	Skiing Is Believing	G	9m. 2779													
3003	(Feb.)	From Jib To Tapsall	F	8 1/2m. 2770													
3003	(May)	Diving Maniacs	G	9m. 2884													
3004	(May)	Shooting The Salmon Rapids	G	10m. 2839													
3005	(July)	Winning Farm	F	10m. 2915													
3006	(June)	Action With Rod And Reel	G	10m. 2850													
3007	(Sept.)	Bawlers' Fair	B	8m. 2915													
3008	(Sept.)	Football Pay-Off Plays	G	10m. 2965													
3009	(Oct.)	Circus On The Campus	G	10m. 2965													
3010	(Nov.)	Tee Girls	G	10m. 2965													
3051	(Mar.)	Frolic In Sports	G	8m. 2806													
(1950-51)																	
3101	(Jan.)	Arrow Artistry	F	9m. 3056													
3102	(Mar.)	Let's Go Marlin Fishing (T)	G	10m. 3065													
3103	(June)	Mr. Basketball	G	9m.													
TERRYTOONS (20) (Technicolor)																	
5001	(Jan.)	Comic Book Land	G	7m. 2779													
5002	(Feb.)	The Talking Magpies In The Fox Hunt	F	7m. 2784													
5003	(Mar.)	Victor The Volunteer In Better Late Than Never	G	7m. 2785													
5004	(Mar.)	Mighty Mouse In Anti-Cats	F	7m. 2806													
5005	(Apr.)	Aesaps Fable Failing The Fox	F	7m. 2839													
5006	(Apr.)	Dinky In The Beauty Shop	F	7m. 2839													
5007	(May)	The Talking Magpies In A Merry Chase	F	7m. 2839													
5008	(May)	Dream Walking	G	7m. 2850													
5009	(June)	Mighty Mouse In Law And Order	F	6 1/2m. 2915													
5010	(July)	The Red Headed Monkey	F	7m. 2883													
5011	(July)	Dingbat In All This And Rabbit Stew	F	7m. 2883													
5012	(Aug.)	The Dag Shaw	F	7m. 2883													
5013	(Aug.)	The Talking Magpies In King Tut's Tomb	G	7m. 2839													
5016	(Oct.)	Little Roquefort In Cat Happy	F	7m. 2907													
5015	(Sept.)	If Cats Could Sing	F	6 1/2m. 2915													
5016	(Oct.)	Little Roquefort In Mouse And Garden	F	6 1/2m. 2932													
5017	(Oct.)	Mighty Mouse In Beauty On The Beach	G	7m. 2932													
5018	(Nov.)	Gandy Goose In Wide Open Spaces	G	7m. 2965													
5019	(Dec.)	Dingbat In Saur Grapes	G	7m. 2965													
5020	(Dec.)	Mighty Mouse In Mother Goose's Birthday Party	G	7m. 2965													
(1950-51) (26)																	
5101	(Jan.)	The Talking Magpies In Rival Rameos	F	7m. 2965													
5102	(Jan.)	Nutsy In Squirrel Crazy	G	7m. 3021													
5103	(Feb.)	Little Roquefort In Three Is A Crowd	G	7m. 3021													
5104	(Feb.)	Woodman Spare That Tree	F	6 1/2m. 3013													
5105	(Mar.)	Half Pint In Stage Struck	F	7m. 3021													
5106	(Mar.)	Super Mouse In Sunny Italy	G	7m. 3021													
5107	(Mar.)	Gandy Goose In Songs Of Erin	G	7m. 3021													
5108	(Apr.)	The Talking Magpies In Bulldazing The Bull	F	6m. 3040													
5109	(Apr.)	Gandy Goose In Spring Fever	F	6 1/2m. 3051													
5110	(May)	Mighty Mouse In Gaans From The Moon	G	7m. 3065													
5111	(May)	Little Roquefort In Musical Madness	F	7m. 3056													
5112	(June)	Half Pint In Elephant Mouse	G	7m. 3065													
5113	(June)	The Talking Magpies In The Rainmakers	G	7m. 3065													
5114	(June)	Mighty Mouse In Injun Trouble	F	7m.													
5115	(July)	Little Roquefort In Seasick Sailors	F	7m. 3098													
5116	(July)	The Terry Bears In Tall Timber	F	7m. 3105													
5117	(Aug.)	Aesaps Fables: Golden Egg Gaasie	G	7m.													
5118	(Aug.)	Mighty Mouse In A Swiss Miss	G	7m.													
5119	(.....)	Heckle And Jeckle In Steeple Jacks	G	7m.													
5120	(.....)	Terry Bears In Little Problems	G	7m.													
(Reissues) (4)																	
5021	(Jan.)	Mississippi Swing	G	7m. 2784													
5022	(Feb.)	What Happens At Night	G	7m. 2785													
5023	(May)	Orphan Duck	G	7m. 2839													
5024	(June)	Just A Little Bull	F	7m. 2839													
(1951) (4)																	
5127	(Jan.)	Lucky Duck	G	7m. 3013													
5128	(Feb.)	The Bird Tower	G	7m. 3012													
5129	(Apr.)	Shipyard Symphony	E	6m. 3043													
5130	(May)	Temperamental Lian	F	7m. 3074													
THE MOVIES AND YOU (All-Industry Shorts)																	
9701	(Nov. 1 '49)	The Art Director	E	8m. 2735													
9702	(Nov.)	The Screen Writer	E	9 1/2m. 2965													
United Artists One Reel (1950)																	
SONGS OF AMERICA (18)																	
(Aug. 19)	Melodic Spirituals	G	9m. 2793														
(July 22)	Treasured Ballads Of America	G	10m. 2793														
(Sept. 9)	Visions And Voices	G	9m. 2793														
(Oct. 7)	Melodic Sketches	G	9m. 2785														
(Nov. 4)	Symphonic Shades	G	8m. 2785														
(Dec. 2)	Melodies Reborn	F	10m. 2785														
(Dec. 31)	Cherished Melodies	G	9 1/2m. 2814														
(Jan. 27)	Southern A Capella	G	8m. 2814														

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
6331	(Aug. 20)	Pied Piper Of Basin Street	G	7m.	
6332	(Sept. 17)	100 Pygmies And Andy Panda			
6333	(Oct. 15)	The Fox And The Rabbit...			
WOODY WOODPECKER CARTOONS (6)					
6351	(Jan. 22)	Puny Express	E	7m. 3035	
6352	(Mar. 26)	Sleep Happy	F	7m. 3049	
6353	(May 28)	Wicket Wacky	G	7m. 3080	
6345	(July 23)	Sling Shot 6 7/8	F	7m. 3098	
6355	(.....)	Redwood Sap			
6356	(.....)	Woody Woodpecker Polka			
Warners					
Two Reel SPECIALS (8) (Technicolor)					
7001	(July 29)	Wish You Were Here	G	20m. 2900	
7002	(Nov. 4)	Royal Rodeo	G	14 1/2m. 2964	
7003	(Dec. 23)	The Wanderer's Return	E	16m. 3005	
7004	(Feb. 17)	My Country 'Tis Of Thee	G	15m. 3028	
7005	(Mar. 17)	The Neighbor Next Door	G	20m. 3049	
7006	(May 5)	Stranger In The Lighthouse	E	17 1/2m. 3072	
7007	(June 9)	Sons Of The Plains	G	20m. 3087	
7008	(Aug. 4)	Enchanted Islands		20m.	
FEATURETTES (6)					
7101	(Sept. 9)	Wagon Wheels West	F	28m. 2945	
7102	(Nov. 18)	Barber Shop Ballads	E	19m. 2974	
7103	(Jan. 27)	Ace Of Clubs	G	16m. 3028	
7104	(Mar. 31)	Roaring Guns	E	19m. 3051	
7105	(May 26)	Hunting The Hard Way	G	16m. 3098	
7106	(July 7)	Law Of The Badlands	E	20m.	
One Reel BLUE RIBBON HIT PARADES (13) (Reissues) (Technicolor)					
7301	(Sept. 16)	Fagin's Freshmen	G	7m. 2932	
7302	(Oct. 14)	Slightly Daffy	G	7m. 2959	
7303	(Nov. 11)	The Arista Cat	G	7m. 2959	
7304	(Dec. 9)	The Unbearable Bear	G	7m. 2978	
7305	(Jan. 6)	Duck Soup To Nuts	F	7m. 2985	
7306	(Feb. 3)	Flowers For Madame	F	7m. 3012	
7307	(Mar. 3)	Life With Feathers	G	7m. 3028	
7308	(Mar. 24)	Peck Up Your Troubles	G	7m. 3028	
7309	(Apr. 21)	Odor-Able Kitty	G	7m. 3056	
7310	(May 19)	Book Revue	G	7m. 3064	
7311	(June 23)	Stage Fright	G	7m. 3105	
7312	(July 21)	Sioux Me	G	7m. 3105	
7313	(Sept. 1)	The Stupid Cupid	F	7m.	
BUGS BUNNY SPECIALS (8) (Technicolor)					
7719	(Dec. 16)	Rabbit Of Seville	F	7m. 2985	
7720	(Jan. 6)	Hare We Go	G	7m. 3005	
7721	(Feb. 10)	Rabbit Every Monday	F	7m. 3021	
7722	(Mar. 10)	Bunny Hugged	F	7m. 3056	
7723	(Apr. 14)	Fair-Haired Hare	G	7m. 3056	
7724	(May 19)	Rabbit Fire	E	7m. 3080	
7725	(June 30)	French Rarebit			
7726	(Aug. 11)	His Hare Raising Tale			
HIT PARADE OF GAY NINETIES (8)					
7801	(Oct. 7)	When Grandpa Was A Boy	F	9m. 2959	
7802	(Dec. 16)	The Old Family Album	F	9m. 3013	
7803	(Aug. 18)	The Naughty 20's			
7804	(Feb. 10)	Childhood Days	G	10m. 3049	
7805	(Apr. 28)	In Old New York	G	10m. 3087	
7806	(June 30)	Musical Memories	G	9m. 3098	
JOE McDOAKES COMEDIES (6)					
7401	(Sept. 23)	So You Want A Raise	G	10m. 2953	
7402	(Dec. 2)	So You're Going To Have An Operation	F	10m. 2975	
7403	(Jan. 13)	So You Want To Be A Handyman	F	10m. 2999	
7404	(Apr. 14)	So You Want To Be A Cowboy	G	10m. 3056	
7405	(June 2)	So You Want To Be A Paper Hanger	F	10m. 3087	
7406	(July 28)	So You Want To Buy A Used Car	G	10m.	
MERRIE MELODIES (18) (Technicolor)					
7701	(Oct. 21)	Stooge For A Mouse	G	7m. 2959	
7702	(Oct. 28)	Pop 'Im Pop!	F	7m. 2960	
7703	(Nov. 25)	Caveman Inki	G	7m. 2965	
7704	(Dec. 2)	Dog Callared	F	7m. 2985	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
7705	(Dec. 30)	Twa's A Crowd	G	7m. 3013	
7706	(Jan. 20)	A Fox In A Fix	F	9m. 3013	
7707	(Feb. 3)	Canned Feud	G	7m. 3028	
7708	(Feb. 24)	Putty Tat Trouble	G	7m. 3021	
7709	(Mar. 3)	Corn Plastered	G	7m. 3040	
7710	(Mar. 24)	Scent-imental Romeo	G	7m. 3040	
7711	(Apr. 7)	A Bone For A Bone	F	7m. 3056	
7712	(Apr. 28)	A Hound For Trouble	G	7m. 3065	
7713	(May 12)	Early To Bet	G	7m. 3074	
7714	(June 2)	Room And Bird	G	7m. 3080	
7715	(June 16)	Chow Hound	G	7m. 3087	
7716	(July 14)	Wearing Of The Grin	G	7m. 3107	
7717	(July 28)	Leghorn Swoggled	E	7m.	
7718	(Aug. 25)	Cheese Chasers		7m.	
SPORTS PARADE (10) (Technicolor)					
7501	(Dec. 9)	Wild Water Champions	G	15m. 2975	
7502	(Sept. 2)	Grandad Of Races	G	10m. 2943	
7503	(Oct. 21)	Paddle Your Own Canoe	G	10m. 2953	
7504	(Jan. 13)	Ski In The Sky	F	9m. 3005	
7505	(Feb. 24)	The Will To Win	F	10m. 3035	
7506	(Apr. 7)	Rocky Eden	G	10m. 3056	
7507	(May 12)	Hawaiian Sports	G	10m. 3705	
7508	(June 16)	The Birds And Beasts Were There	F	10m. 3099	
7509	(July 14)	Making Mounties	G	10m. 3113	
7510	(Aug. 18)	Kings Of The Outdoors		10m.	
THE MOVIES AND YOU (All Industry Shorts)					
(Mar.)		The Film Director	E	9m. 3051	
VITAPHONE NOVELTIES (8)					
7601	(Oct 14)	Slap Happy	F	10m. 2953	
7602	(Nov. 25)	Those Who Dance	F	8 1/2m. 2965	
7603	(Dec. 30)	Blaze Busters	G	10m. 3013	
7604	(Jan. 20)	Animal Antics	F	9m. 3028	
7605	(Mar. 10)	Horse-Hide Heroes	G	10m. 3056	
7606	(Apr. 21)	Anything For Laughs	F	10m. 3065	
7607	(June 23)	World Of Kids	G	10m. 3105	
7608	(Aug. 11)	Disaster Fighters		10m.	
Miscellaneous					
An Island—Japan (United World)					
			G	21m. 2938	
Animal Theatre, The (Artkino)					
			G	37m. 3012	
Artek (Artkino)					
			G	18m. 3028	
As Old As The Hills (Brit. Inf. Serv.) (Technicolor)					
			G	10m. 3021	
Beautiful Blue Danube Waltz, The (Hoffberg)					
			G	12 1/2m. 3066	
Caucasian Reserves (Artkino)					
			F	10m. 3031	
Challenge, The (American Jewish Committee)					
			E	28m. 3075	
Ceiling Of The Sistine Chapel, The (Lux)					
			G	9m. 3066	
Cheers Far Chubby (Metropolitan Life)					
			G	8m. 3074	
City In Siege (Nat. Film Board of Canada)					
			G	16m. 3043	
Composers In Clay (Canton-Weiner)					
			E	17m. 2985	
Coral Wonderland (Australian News and Info. Bureau)					
			F	25m. 3005	
Dangerous Waters (Technicolor) (Jam Handy)					
			F	9m. 3005	
Earthquake In Equador (UN)					
			G	15m. 2974	
Feathered Fishes (Austral-ian News and Info. Bureau)					
			G	15m. 3005	
Fifth Freedom, The (Technicolor) (NSS)					
			G	10m. 3112	
First Forty Days, The (U. S. Army)					
			G	25m. 3013	
Flying Saucer Mystery, The (Telenews)					
			F	10m. 2985	
Folk Dance Festival (Artkino)					
			G	17m. 3115	
4 Songs By 4 Gentlemen (Nat. Film Board of Canada)					
			F	7m. 3066	
Gardens Of Old England (Brit. Inf. Serv.)					
			G	10m. 3022	
Genius Of Turner, The (Lux)					
			F	10m. 3066	

Release No.	Release Date	Title	Rating	Running Time	Page Reviewed In Pink Section
		Grandma Moses (AF Films)	E	22m. 2974	
		Hallywood Ten, The (Contemporary) (No Rating)		15m. 2938	
		Hunting With Bow And Arrow (Cornell)	E	17m. 3021	
		Irish Melody (Bell)	G	36m. 3005	
		Killers Of The Deep (Astor)	B	22m. 3028	
		Lincoln's Gettysburg Address (AFE)	E	11m. 3059	
		Local Government In Pictures (Brit. Inf. Serv.)	F	11m. 3099	
		Loaves Of Franistan, The (Canton-Weiner)	G	7m. 3028	
		Mansion Of The President Of France (Fides)	G	27m. 3081	
		More About Me (Canton-Weiner)	G	7m. 2986	
		Mountain Of Fire (Ferriente Calor) (Incom)	E	9m. 3088	
		Mystery Of Leonard Da Vinci, The (Lux)	G	8m. 3066	
		Of Human Rights (UN)	G	21 1/2m. 2974	
		On Stage Everybody (NSS)	E	9 1/2m. 2938	
		Partner Perkins (Technicolor) (NSS)	G	10 1/2m. 2959	
		Pattern For Survival (Kodachrome) (Cornell) (16mm. and 35mm.)	E	20m. 2986	
		Polkas By Johann Strauss (Hoffberg)	G	12 1/2m. 3046	
		Rodin (Canton-Weiner)	E	21m. 3021	
		Russian Ballet and Folk Music (Artkino)	G	11m. 2960	
		Salzburg Fiesta (Hoffberg)	G	12 1/2m. 3046	
		Scenes From Rigoletto (Artkino)	F	10m. 3056	
		Science In The Orchestra (Brit. Inf. Serv.)	E	34m. 3066	
		Serenade (Ambassador)	G	10m. 3005	
		Singers Of Israel (Central Cinema)	G	10m. 3028	
		Song Of The Prairie (Official Films)	F	18m. 3043	
		Strauss Festival (Films International)	E	5m. 3051	
		Struggle For Oil, The (Brit. Inf. Serv.)	G	22m. 2999	
		Tales From The Vienna Woods (Hyperion)	E	10m. 3005	
		Tarantelle (Technicolor) (Nemeth)	F	5m. 2938	
		Tiepolo Skies (Lux)	F	5m. 3066	
		Touch Of The Shamrock, A (Bell)	F	28m. 3005	
		Trip Through Space, A (Hoffberg)	F	12m. 3056	
		Trooping The Colors (815) (Lux)	F	11m. 2986	
		Tryptych (Technicolor) (Lux)	E	15m. 3046	
		Unfinished Symphony (Hyperion)	G	10m. 3005	
		United Nations Screen Magazine—No. 5 (UN)	G	10m. 3067	
		United Nations Screen Magazine—No. 6 (UN)	G	10m. 3067	
		United Nations Screen Magazine—No. 8 (UN)	G	10m. 3067	
		Vienna Blood (Hyperion)	G	10m. 3005	
		Village Tale, The (Canton-Weiner)	E	35m. 3013	
		What's The Name Of That Song? (Dorety)	F	18 1/2m. 2986	
		You Can Change The World (The Christophers)	G	20m. 3021	
		Young Pioneers (Artkino)	G	10m. 3066	

The Movies And You

(All-Industry Shorts)

(Nov.)	The Screen Writer (20th-Fox)	E	9 1/2m. 2965
(Mar. '51)	The Film Director (Warners)	E	9m. 3051
(Sept. 13)	The Costume Designer ((RKO)	E	9m. 2769
(Jan. 15)	The Cinematographer (Paramount)	E	9 1/2m. 3005

COLUMBIA	LIPPERT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE	JUNE
Lorna Doone B. Hale, R. Greene, W. Bishop (Technicolor)	Little Big Horn J. Ireland, L. Bridges, M. Windsor	Night Into Morning R. Milland, J. Hodiak, N. Davis	Casa Manana R. Clarke, V. Welles	Dear Brut M. Freeman, B. DeWolfe, E. Arnold	Jungle Headhunters Documentary of Amazon expedition (Technicolor)	Secrets Of Monte Carlo W. Douglas, L. Hall, J. Vincent	The House On Telegraph Hill R. Basehart, V. Cortesa, W. Lundigan	The Hoodlum L. Tierney (ELC)	Apache Drums S. McNally, C. Gray, W. Parker (Technicolor)	Along The Great Divide K. Douglas, V. Mayo, W. Brennan
The Texas Rangers G. Montgomery, G. Storm, J. Litel (Supercinacolor)	Savage Drums Sabu, L. Baron, H. B. Warner	No Questions Asked B. Sullivan, A. Dahl, G. Murphy	Father Takes The Air R. Walburn, M. McClure, G. Gray	Trio J. Simmons, J. Hayler, K. Harrison (English-made)	Best Of The Bad Men R. Ryan, B. Cabot, J. Buettel, C. Trevor (Technicolor)	Fighting Coast Guard F. Tucker, E. Raines, B. Donlevy	Half Angel J. Cotten, L. Young (Technicolor)	Fabiola M. Morgan (Levey)	Hollywood Story R. Conte, J. Adams, H. Hull	Inside The Walls Of Folsom Prison D. Brian, S. Cochran, P. Carey, D. Hart
China Corsair J. Hall, L. Ferraday, R. Randell	Excuse My Dust R. Skelton, S. Forrest, M. Carey (Technicolor)	Kind Lady E. Barrymore, M. Evans, A. Lansbury	Montana Desperado, W J. M. Brown, M. Healey, V. Herrick		Gunplay, W T. Holt, J. Dixon, R. Martin		As Young As You Feel M. Woolley, T. Ritter, D. Wayne	The Man With My Face B. Nelson, C. Matthews (Gardner)	Strangers On A Train F. Granger, R. Roman, R. Walker	
Silver Canyon G. Autry, G. Davis, P. Buttram							Smoky My Friend Flicka Thunderhead, Son Of Flicka (Technicolor Reissues)	Three Steps North L. Bridges (Wilder)		
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren Two Of A Kind E. O'Brien, L. Scott Hurricane Island J. Hall, M. Windsor (Supercinacolor)	G. I. Jane J. Porter, T. Neal, I. Adrian Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore	Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor)	Yukon Manhunt K. Grant, G. Davis, Chinoack	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor)	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest	The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor)	He Ran All The Way J. Garfield, S. Winters (Roberts)	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor)	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor)
The Big Gusher W. Morris, P. Foster, D. Patrick	Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay	Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell	Let's Go, Navy Bowery Boys	Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Happy Go Lovely D. Niven, V. Ellen, C. Romero (English-made)	The Dakota Kid, W M. Chapin, E. Janssen	The Frogmen R. Widmark, D. Andrews, G. Merrill	Pardon My French M. Oberon, P. Henreid (ELC)	Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway	On Moonlight Bay D. Day, G. MacRae, J. Smith (Technicolor)
Mask Of The Avenger J. Derek, A. Quinn, J. Lawrence (Technicolor)	Lost Continent C. Romero, H. Brooke, C. Chandler	Teresa P. Angeli, J. Ericson (Partly made in Italy)			His Kind Of Woman R. Mitchum, J. Russell, V. Price	Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Rocket Men", serial)	The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell	Cyano de Bergerac J. Ferrer, M. Powers, W. Prince (Kramer)	Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	
Bonanza Town, W C. Starrett, S. Burnette						Fugitive Lady J. Paige, B. Barnes, E. Ciannelli (Made in Italy)	Return Of Jesse James Kentucky (Technicolor Reissues)			
AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST
Pickup B. Michaels, H. Haas, A. Nixon	Home Town Boy H. Lloyd, Jr. C. Downs	Rich, Young and Pretty J. Powell, V. Damone, W. Corey, D. Darrieux (Technicolor)	Oklahoma Justice, W J. M. Brown, P. Coates, J. Ellison	Peking Express J. Cotten, C. Calvel, E. Gwenn	Alice In Wonderland Walt Disney Feature Cartoon (Technicolor)	Arizona Manhunt, W M. Chapin, E. Janssen	The Secret Of Convict Lake G. Ford, G. Tierney, E. Barrymore, Z. Scott	Cloudburst R. Preston, E. Sellars, H. Lang (ELC)	Cattle Drive J. McCrea, D. Stockwell, L. Ames (Technicolor)	Captain Horatio Hornblower G. Peck, V. Mayo, R. Beatty (Made in England) (Technicolor)
Never Trust A Gambler D. Clark, C. O'Donnell, T. Drake	Leave It To The Marines S. Melton, M. Lynn	The Tall Target D. Powell, P. Raymond, A. Menjou		That's My Boy J. Lewis, D. Martin, P. Bergen, E. Mayehoff	Flying Leathernecks J. Wayne, R. Ryan, D. Taylor, J. Carter (Technicolor)	Fort Dodge Stampede, W A. "Rocky" Lane, M. E. Kaye	No Highway In The Sky J. Stewart, M. Dietrich (Made in England)	Mister Drake's Duck D. Fairbanks, Jr. Y. Donlan (English-made) (Angel) (ELC)	Mark Of The Renegade R. Montalban, C. Charisse (Technicolor)	
The Whistle At Eaton Falls D. Gish, L. Bridges, C. Carpenter		The Strip M. Rooney, S. Forrest, J. Craig		Warpath E. O'Brien, D. Jagger, F. Tucker, P. Bergen (Technicolor)	Roadblock C. McGraw, J. Dixon, J. Heydt	Havana Rose E. Rodriguez, H. Herbert, B. Williams		Iron Man J. Chandler, E. Keyes, S. McNally		
Chain Of Circumstance M. Field, R. Grayson, M. Mitrovich					Pistol Harvest, W T. Holt, R. Martin, J. Dixon	Mr. Belvedere Rings The Bell C. Webb, J. Dru, H. Marlowe		Obsessed D. Farrar, G. Fitzgerald (English-made) (ELC)		
Cyclone Fury, W C. Starrett, S. Burnette										

HOLIDAYS

Sept. 3—Labor Day

ALLIED ARTISTS

Aug.—The Highwayman—W. Hendrix, C. Coburn, P. Friend (Cinacolor)

REALART

June—Guerillas Of The Underground (Paris Underground)—C. Bennett, K. Kruger
Massacre In The Orient (Danger in the Pacific)—T. Bey, L. Allbritton
July—Criminals Of The Underworld (Eyes of the Underworld)—L. Chaney, W. Barrie
Fighting The Racketeers (Big Town Czar)—B. MacLone, J. LaRue

Book **BING**
in The Biggest
of the Year
for

SEPTEMBER

TUES.

WED.

THURS.

FRI.

SAT.

2

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8

PARAMOUNT

16

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22

WEEK

FRANK CAPRA'S
**HERE
COMES THE
GROOM**

"The Best
Crosby Show
in Five Years" (SAYS
JAY EMANUEL)
For Your Biggest
Labor Day in Five Years!

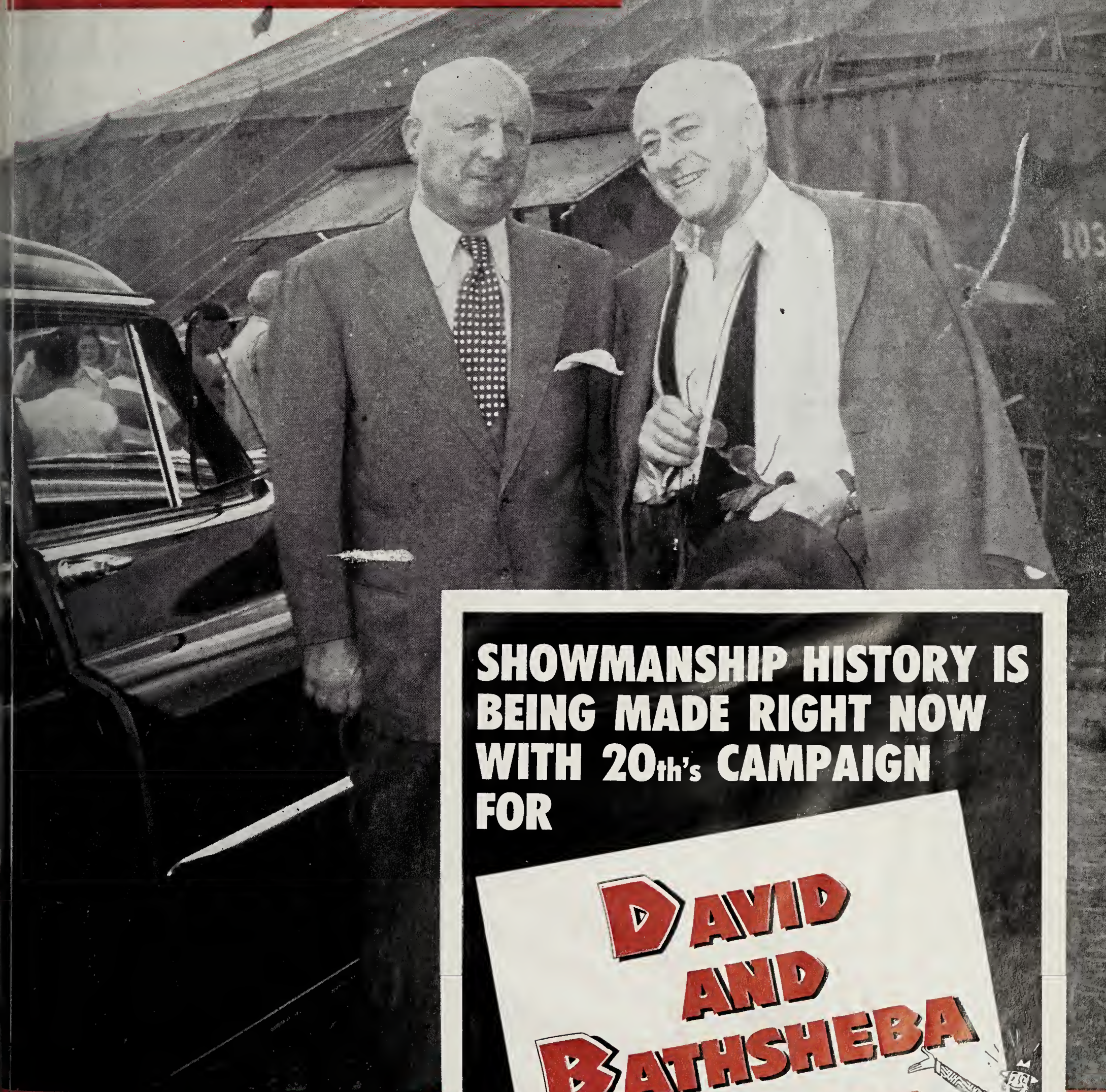


ON AN ALL-TIME RECORD NUMBER OF
SCREENS DURING PARAMOUNT WEEK
with features, shorts and news . . .

Frank Capra's "HERE COMES THE GROOM" starring Bing Crosby • Jane Wyman • Alexis Smith
Franchot Tone • James Barton • with Robert Keith • and introducing Anna Maria Alberghetti
Produced and Directed by Frank Capra • Associate Producer Irving Asher • Screenplay by
Virginia Van Upp, Liam O'Brien and Myles Connolly • Story by Robert Riskin and Liam O'Brien



EXHIBITOR



SHOWMANSHIP HISTORY IS
BEING MADE RIGHT NOW
WITH 20th's CAMPAIGN
FOR

**DAVID
AND
BATHSHEBA**

Color by **TECHNICOLOR**

There's No Business Like **20** Business!

CENTURY-FOX

Page 46 Number 13
Two Sections: Section One

AUGUST 1, 1951

PRINTED AS SECOND-CLASS MATTER MARCH 15, 1939, AT THE POST
OFFICE AT PHILADELPHIA PA., UNDER THE ACT OF MARCH 3, 1879

GENERAL EDITION INCLUDING LOCAL NEWS FORMS
FROM SIX SECTIONAL EDITIONS

Featuring **EXTRA PROFITS**

GREATER THAN "GREAT CARUSO!"

"SHOW BOAT"

The
M
LONG RUN
M
Company

M-G-M presents "SHOW BOAT" starring KATHRYN GRAYSON
AVA GARDNER • HOWARD KEEL • with Joe E. Brown
Marge and Gower Champion • Robert Sterling • Agnes
Moorehead • William Warfield • Color by TECHNICOLOR
From the Immortal Musical Play "Show Boat" by Jerome
Kern and Oscar Hammerstein, II • Based on Edna Ferber's
Novel • Screen Play by John Lee Mahin • Directed by
George Sidney • Produced by Arthur Freed



Tops "Caruso" with best
non-holiday first 4 days in
Music Hall history.



In first 81 spots "Show
Boat" tops "Great Caruso"
by 22%.



Philly sets new all-time
M-G-M record 1st week.
Now in its 4th week.



Jamestown, N. Y. new all-
time M-G-M 1st week. Nov
in 2nd week.



Sensational in Nashville,
almost doubles "Caruso"
biz, 87% higher.



Terrific in Washington D. C.
New all-time M-G-M first
week record.



Norfolk is M-G-M's best in
9 years. Great news from
everywhere.



Extended runs in 75 of first
82 dates. HOLD EXTRA
TIME!

M-G-M! It just keeps rolling along!



WARNINGS HAVE BEEN issued regarding counterfeit \$10 and \$20 bills, which leads one way to say that these have been absent so long from some theatre boxoffices that the cashiers would have to take a refresher course to get reacquainted with them anyway.

★

THE TITLE of "Old Soldiers Never Die" has been changed to "Fixed Bayonets," which proves that while old soldiers never die, old titles do.

★

A GROUP of television set manufacturers put up \$100,000 to insure home set owners being able to see a recent boxing bout. How long will it be before prospective home set buyers ask for a guarantee from the dealers that this will be a regular practice?

★

AN Allied regional bulletin says that crows can be used to help clean up odds and ends of foods dropped or discarded in drive-ins. The point is made that while there is no apparent way to encourage the crows to come around, a peaceful attitude on the part of the drive-in owner by refraining from shooting them might encourage greater crow interest. This might be termed crowmanship.

★

JUDGING from the controversy which has arisen concerning it, some might call the film in question "Alice In Legaland."

★

THERE has been a switch from the usual situation in the middle west, where a drive-in sued a night golf course claiming that its light was destroying the quality of its pictures.

—H. M. M.

I N D E X

VOL. 46, No. 13 AUGUST 1, 1951
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THE COVER PHOTO

Paramount President Barney Balaban visited Cecil B. DeMille at Sarasota, Fla., winter quarters of Ringling Brothers, Barnum and Bailey Circus, where DeMille began location shooting on his recently completed "The Greatest Show on Earth." The two are pictured outside the show's big top.

EXHIBITOR

VOL. 46, No. 13



AUGUST 1, 1951

The Goldenson Thesis

MUCH has been said of late of the multiplicity of simultaneous runs in many of the larger cities, and in this connection it is well to note the statement of Leonard H. Goldenson, president, United Paramount Theatres, Inc., in his recent report to stockholders.

HE DECLARED:

"The breakdown in the traditional system of distribution of pictures has served to increase the number of theatres which follow the policy of first-run and first subsequent-run and to decrease the number of theatres which play subsequent runs. Consequently, a given picture is not in release long enough to derive the full benefit of its exploitation and advertising program or to gain buoyancy from word-of-mouth praise by patrons. The effect has been to reduce the aggregate film rentals to producers and boxoffice returns to exhibitors. Both producers and exhibitors alike are faced with the problem of evolving trade practices in the buying and booking of films so as to obtain the maximum and the optimum of playing time for film product. These changes are now in progress, and undoubtedly they will in time stabilize in some competitive pattern which is consistent with the public interest and the Sherman Anti-Trust Act."

GOLDENSON also has made the point that where too large a group of theatres have shown a film at the same time, this has drastically limited the choice of entertainment offered to the movie-going segment of the community, and has resulted in substantial declines in the boxoffice receipts of all theatres concerned. He also has declared that this process of trial and error is establishing, through the boxoffice, how impractical some of these changes in distribution have become.

HIS THESIS is well taken, and there is already evidence that others within the industry are thinking the same way. No one will deny that changes were needed, but if they are too drastic all are bound to suffer. And, as it has been said here before, a fair system of arbitration is needed to provide the proper balance.

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TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER



STARS DOROTHY LAMOUR, GLORIA GRAHAME, AND LYLE BETTGER WATCH "THE GREATEST SHOW ON EARTH" WITH AN AUDIENCE IN PHILADELPHIA.

"The Greatest Show" Makes Friends

Civic Angles Were Not Ignored As Cecil B. DeMille Produced His Film



Cornel Wilde and Miss Lamour chat with Barney Balaban, Paramount president, between takes on "The Greatest Show on Earth" at Sarasota, Fla.

WHILE Cecil B. DeMille has long been associated with big things on the screen, seldom has he had a hand in off-screen activities of such magnitude as the enormous public relations job which resulted during location filming of Paramount's "The Greatest Show On Earth" at the Ringling Brothers, Barnum and Bailey winter quarters in Sarasota, Fla., and playdates in New York City, Philadelphia, and Washington, D. C.

In Sarasota, some 10,000 spectators at a time witnessed filming activities on the multi-million-dollar Technicolor production, and watched as Betty Hutton, James Stewart, Cornel Wilde, Dorothy Lamour, Gloria Grahame, Charlton Heston, and Lyle Bettger worked in acts with seasoned circus troupers. A parade sequence put nearly 50,000 residents of Sarasota and environs before the DeMille cameras.

As the circus moved northward for spring performances in New York, Phila-

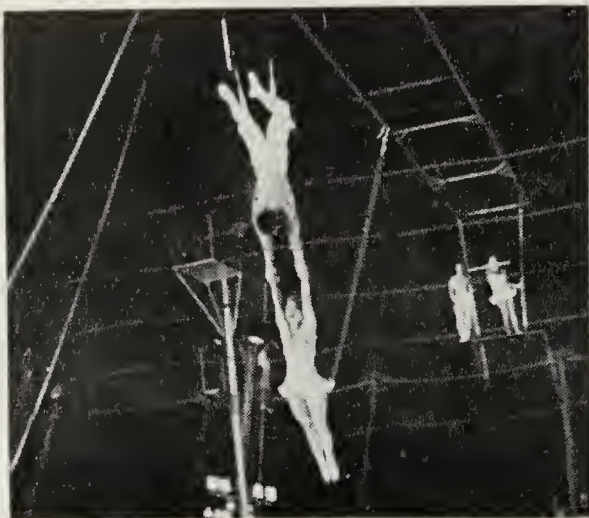
delphia, and Washington, many additional thousands of spectators literally got into the act, and had the opportunity to see the stars at close range. The novelty of a movie being filmed before their eyes was just as much an attraction as the trapeze acts and the wild animals. It gave the public a first-hand glimpse of the problems involved in the production of a motion picture.

DeMille introduced many shooting and technical innovations during production of "The Greatest Show On Earth," such as a revolutionary lighting system and the new super-sensitive Technicolor film. These have now been established for future productions.

The producer-director is now editing the first full-scale movie merger of Hollywood and the circus, and the fine public relations job done during the previous months should be realized when the film is released in 1952.



Visitors to the Sarasota location, pictured with producer-director Cecil B. DeMille, are A. M. Sonnabend, Balaban, EXHIBITOR publisher Jay Emanuel, and ad. executive Al Paul Lefton.



Wilde and Betty Hutton are aerial performers in the picture, and are seen here in the trapeze act they did while Technicolor cameras rolled, and fascinated spectators enjoyed themselves.



Miss Grahame lies motionless as an elephant poises its foot on her face while Bettger, as trainer, watches. The stunt, one of the episodes in the film, was repeated for circus crowds.



On opening night of the circus at New York's Madison Square Garden, DeMille buys a souvenir program from an attendant while his secretary, Gladys Rossen, and actor Lee Bowman stand by.



John Ringling North, president, Ringling Brothers, Barnum and Bailey Circus, welcomes DeMille to the opening. In the background, noted announcer Norman Brokenshire broadcasts the festivities.



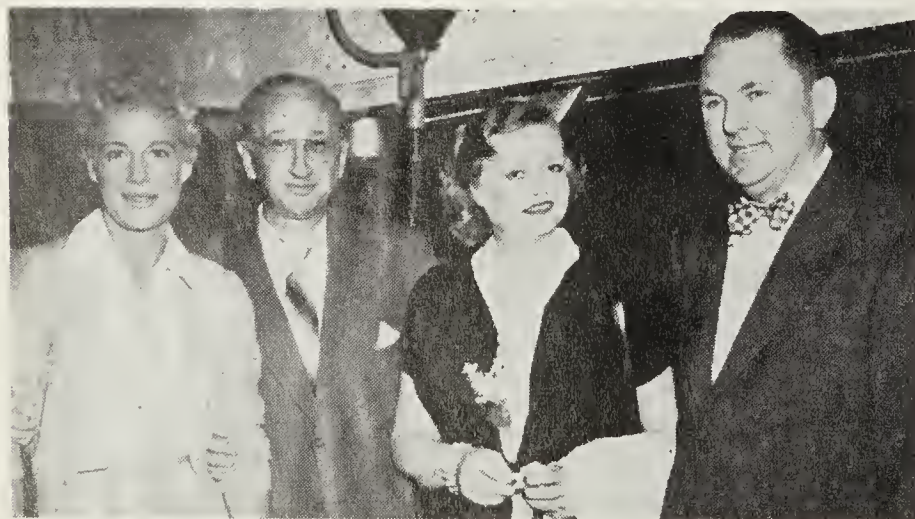
Bettger, Miss Grahame, and Wilde are seen as they arrive in Philadelphia to continue filming at the circus location. Many thousands of film fans came to see the stars at work under the big top.



DeMille meets the trade press in Philadelphia. EXHIBITOR men in the group are Emanuel, editor Herbert M. Miller, and associate editor Mel Konecok.



Miss Lamour, Miss Hutton, Jimmy Stewart in clown makeup, Charleton Heston, and Bettger, talk things over with the trade press representatives.



After a Philadelphia performance with the circus, Miss Hutton poses with Emanuel, James P. Clark, president, Highway Express, and Mrs. Clark.



Dinner is served under the big top to some of "The Greatest Show on Earth" troupe and friends. Wearing glasses is Paramount's Jerry Pickman.

First COMPO Round Table Successful; Exhib., Prod. Leaders Back Business Drive

Mel Konecoff's NEW YORK

ARTHUR KRIM, president, United Artists, made one of his periodical progress reports to the trade press last week, and stated that substantial progress has been made by the company, and that it has been operating on a profit basis for some weeks. However, he thought that there still was some distance to go to overcome the losses inherited by the present regime. The company has turned the difficult corner six months ahead of schedule.



KONECOFF

He termed the film backlog the healthiest in some years, and the present level and rate of release will be maintained for the rest of the year. Of 30 films, 26 are completed or being finished, with the other four scheduled to start in the next 60 to 90 days. He also expects that other deals will be closed for additional product. He felt that it was the obligation of United Artists to find young, productive talent, and it will provide opportunities for promising people.

The company is being molded into the strongest possible vehicle for independent producers not only domestically but on a foreign basis as well, he declared. The foreign department has been changed and improved, and Krim thought that it would be but a short while before UA is considered one of the really strong distributors in that market.

Domestically, the operations of the company have been going through streamlining. The report that the company is going through an economy drive is not accurate, he said, but rather realignments are being made. The last six or seven UA releases have done very well box-officewise, he stated. He also announced that the liquidation of ELC product was proceeding at a satisfactory rate.

Following the interview, Krim left for the coast.

MAIL BAG: From The Brooklyn Eagle's Martin Dickstein comes the following:

"I think you will be interested in the enclosed tear sheets from recent editions of The Brooklyn Eagle, containing the first of a series of movie promotion ads to be published gratis by this newspaper as a service to the motion picture industry. As far as I know, this is the first time that a daily newspaper has contributed so much free space to a crusade to get the public back into the movie theatres."

From the tear sheets, we would say that the paper has done a grand job, with

(Continued on page 12)

Permanent Liaison Plan Developed; O'Donnell To Spark Fall Jubilee Campaign; Major Industry Problems Discussed At Sessions By Representative Trade Heads; Complete Cooperation Evident At Conferences

BEVERLY HILLS, CAL.—COMPO took on a lease on life last week as trade leaders met at the Beverly Hills Hotel in a round table, bringing together heads of exhibition and production. One of the principal developments was the adoption of a plan for permanent cooperation and liaison between the two branches, calling for a revolving committee of 30 exhibitors, representing all sections of the country and all major theatre groups. The idea was presented by Harry Cohn, president, Columbia.

This assures bi-monthly meetings in Hollywood between five members of the 30-man exhibitor committee and the producers. Exhibitor representation will change monthly so that within a year the whole group of 30 will have sat down with production heads.

Ned E. Depinet, COMPO president, announced the appointment of Robert J. O'Donnell, Interstate Circuit, Dallas, as national director of COMPO's all-industry jubilee campaign in the fall. He will have charge of all activities connected with the drive, which, under the direction of COMPO, has been in the process of formulation during the last several weeks. He will make his headquarters in New York.

In his introductory address to the discussion, Depinet said, "I have no patience with those who cry calamity. They are not the true representatives of our industry. The true representatives are those earnest men and women who are in work at our studios, in our 19,000 theatres, in our distribution system, and in home offices, driving in every way they know how to bring better entertainment to the American people."

Depinet also praised the trade press publishers' committee.

B. B. Kahane, Columbia studio executive, and Sam Pinanski, TOA president, were co-chairmen at a session on "The Number and Quality of Pictures." It became evident that many exhibitors desired a larger number of pictures to be made available, and also that the greater quantity also be of good quality. Taking part were Trueman Rembusch, National Allied president; Si H. Fabian, TOA executive committee; Jack L. Warner, Warners; Dore Schary, MGM; Colonel H. A. Cole, Dallas, former National Allied president; Sidney Meyer, coowner, Wometco Theatres, Miami, Fla.; Steve Broidy, head, Monogram; Ronald Reagan, prexy, SAG; Y. Frank Freeman, board chairman, AMPP, and Paramount vice-president in charge of production and studio operation; Fred Schwartz, head, New York Public Relations Committee; M. A. Lightman, Sr., president, Malco Theatres, Memphis; Jesse Lasky, and Cecil B. DeMille.

The second session, on "New Faces," was co-chaired by Gunther Lessing, SIMPP board chairman, and Colonel Cole. Participating were Stanley Kramer, O'Donnell, Kahane, William Perlberg, Ronald Reagan, and George Murphy. This was

followed by "Film Cycles," with Kramer, Arthur Mayer, Reagan, Pinanski, William Krellberg, Sam Gillette, Schwartz, Rotus Harvey, and Burton Jones participating, and "Message Pictures," with Lightman, Kramer, Gilian, Blaustein, Colonel Cole, and Leonard Spiegelgass taking part.

Video wholly occupied the second day's morning round table session with Ronald Reagan, SAG president, and Sidney Meyer, coowner, Wometco Theatres, presiding as co-chairmen. No formal conclusions were put upon the record but it was felt that TV, with its obstacles, frozen frequency, mechanical difficulties, color controversy, and prohibitive costs, would be a bar to its own progress, and will not be competitive to the theatres in the foreseeable future. It was felt that good pictures, good comfortable theatres, and enlightened showmanship and exploitation have little to fear from home TV. It was declared that video should be used to good advantage but exhibitors present stated that they would resolutely resist the employment of TV as an outlet for films in direct competition with theatres. This applies to both old and new films, particularly where the stars are appearing in current releases. Rembusch cited Gene Autry as an example of this. It was felt that talent will be soon compelled to choose between TV or the motion picture theatres as their medium.

Exhibitors recognized the importance of theatre TV in telecasting special events into theatres, and stated that while present costs make it prohibitive, results in the spots that have tried it have shown an upsurge.

Sol Schwartz, RKO Theatres head, said that TV should not be put on an equal footing with the motion picture industry, that it should be used to the advantage of the theatre, but should be kept in a subordinate role.

Pay-as-you-see systems were glossed over.

Speaking on TV were Sam Pinanski, TOA head; Lessing, Dave Lipton, U-I vice-president; Lightman, George Dembow, sales vice-president, National Screen Service; Rotus Harvey, Morgan, Cox, Cole, Paul Harvey, Kahane, Broidy, C. J. Tevlin, RKO vice-president; Freeman, Benjamin Berger, former NCA head, and William Pine, producer.

"Small Budget Pictures" were discussed by Chadwick, Tevlin, Bryan Foy, Burton Jones, Ben Marcus, Colonel Cole, Harry Sherman, and Lasky. Producers expressed

(Continued on page 10)

THEATRE TV

(EXHIBITOR continues a new feature, devoted to developments, observations, and other items of interest in connection with the expansion of TV in theatres. It will attempt to highlight anything which may be of value to those installing theatre TV or trying to determine future policy on the matter.—Ed.)

In San Antonio, Tex., Interstate's Majestic was reported ordering theatre TV equipment. The circuit is also readying theatre TV installations for three other Texas cities, Fort Worth, Dallas, and Houston.

In Detroit, Irving Goldberg, co-partner, Community Theatres, indicated installation of television in several houses. Present area installations include the Michigan and Eastown.

Large-screen motion picture color television moved closer to actuality with the announcement by 20th-Fox that an agreement had been reached with the General Electric Company, Syracuse, N. Y., to produce full-color high-definition television studio equipment to be used in conjunction with the 20th Century-Fox-Eidophor projection system of theatre television. The agreement with the General Electric Company follows the announcement by the motion picture company of the acquisition of rights to employ the CBS color television process. The GE television equipment will consist of a simplified three-color TV camera and associated studio gear which will produce pictures of higher definition than are available with present TV broadcast standards of 525 lines.

Technicolor Profit Up

NEW YORK—It was reported last fortnight by Technicolor, Inc., that consolidated net profit after taxes and other charges for the quarter ended on June 30 was estimated to be \$608,365, equivalent to 66 cents per share, as compared to \$356,781, or 38 cents per share, for the corresponding quarter of 1950.

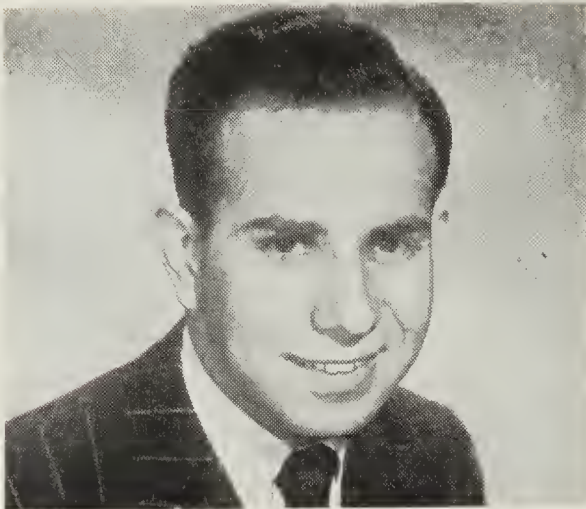
The consolidated net profit after taxes on income and other charges for the six months ended on June 30 is estimated to be \$1,149,300, equivalent to \$1.24 per share, as compared to \$989,766, equivalent to \$1.07 per share, for the corresponding six months of 1950, according to Dr. Herbert T. Kalmus, president-general manager.

J. B. Clark Mourned

PITTSBURGH—James Blyth Clark, 80, organizer, Alco Film Company, which later became Metro Picture Corporation, and finally MGM, died last week. With Richard A. Rowland, he built the Rowland and Clark Theatre Circuit of 32 theatres, selling it in 1927 to Stanley Company of America. He also built the Stanley and the Clark building here, and had been an area film distributor.

Loew's Gets Postponement

WASHINGTON—The Department of Justice last week agreed to another 60-day extension, through Sept. 30, for Loew's to file a divorce and divestiture plan with the New York statutory court.



Walter Mirisch recently was appointed executive producer for both Monogram and Allied Artists.

PCCITO Convention Covers Many Facets

SAN FRANCISCO—PCCITO's 1951 convention at Del Mar, Cal., last fortnight was unusual in that no secret sessions were held. There were no closed meetings except the board of trustees meeting. Every session was open to everyone attending.

Following are the recommendations and reports of committees announced by President Rotus Harvey:

Exhibitor-Distributor Relations:

It was recommended that the opening day of first-runs be used in figuring availabilities (this is not intended to lengthen or shorten present clearances but the suggested system does enable exhibitors to know exactly what day they will get a picture);

Recommended 14 days as being a reasonable separation in figuring clearances between theatres in substantial competition;

Warned that the wholesale re-releasing of old pictures will cause confusion in public minds, and has already done much harm;

Condemned the use of false advertising, and urged that all trailers, house paper, and newspaper copy be marked in some appropriate manner so that theatre patrons will know that a picture is a revival, a reissue, or an old picture;

Condemned the practice of selling a picture to the public by using some theme that does not predominate in the picture;

Recommended that pressbooks be slanted for small town use, and that more mats be made available;

Condemned the practice of distributors' alleged use of misleading advertising in trade magazines to influence exhibitors;

Felt the print shortage was the result of an economy move, which is penny-wise and pound-foolish, and to obtain maximum revenue, key runs must have pictures at the time picture publicity is at its peak;

Branded Warners and Paramount as being insincere in the handling of bids, and were using bidding simply as a means of hiking film rentals far and above their actual worth;

Demanded that the PCCITO plan for handling bids be adopted inasmuch as in its opinion no distributor is handling bidding satisfactorily (bids to be opened on a certain day and time before interested parties);

Felt that the theory of bidding was excellent, and that it had a place in the

THE SCORE BOARD

(In this department will be found a rating of pictures screened by Warners, MGM, Paramount, RKO, and 20th Century-Fox under the decree. Complete reviews appear in The Pink Section.—Ed.)

RKO

"Pistol Harvest"—Routine series western.

"Lilli Marlene"—British import may have appeal for art spots.

"Roadblock"—Okeh meller for the lower half.

"On The Loose"—Programmer has the angles."

business if bidding is conducted with honesty and dispatch, and

Commended Metro for its policy of releasing important pictures in the summer season.

Production:

Called for the elimination of cycles, and reiterated last year's PCCITO recommendation that some impartial board, such as COMPO, be employed to channel releases in an orderly manner;

Condemned misleading and ineffective titles;

Asked for a review of trailer content, and recommended that trailers tell the story content honestly but without revealing the climax;

Felt that personalities who had discredited themselves in the public eye did not belong on our screens;

Urged producers to cast their pictures properly;

Declared continued typing of screen personalities is unjust to the artists and detrimental to the boxoffice;

Urged diligent policing of Hollywood critics and columnists who tamper with the facts and truth, and commended U-I for the improvement in boxoffice value of product last year.

Television:

Recommended that the PCCITO take an active part in obtaining an exclusive TV channel for the industry;

Condemned the recent SIMPP resolution to FCC as being detrimental to the best interests of the motion picture industry, and that in the event such systems are licensed, the federal government be urged to collect amusement taxes, and

Strongly opposed the releasing of product, regardless of age, to TV, and recommended to producers that stars be prevented, by contract, from too frequent appearances on TV, and recognizing the value of TV as an advertising medium, and urging the producers to include TV in their national advertising, and that action trailers should be made available for local use.

Daylight saving came under discussion, and it was branded detrimental to both drive-in and conventional theatres. Exhibitors were urged to make every effort to get the law repealed.

Halpern Drops Fabian, TOA Posts

NEW YORK—Nathan L. Halpern, television consultant for Fabian Theatres and TOA, last fortnight dropped these assignments to concentrate on Theatre Network Television, Inc., of which he is president. TNTI sets up programs for all interested theatres with TV equipment. The firm has just moved into new quarters in Room 411, Paramount building.



Next Week

ON THE ANNIVERSARY

THAT REFLECTS CREDIT UPON ALL ENGAGED IN THE
CREATION AND EXHIBITION OF MOTION PICTURES, WARNER BROS.

WILL ERECT A NEW LANDMARK TO BE LONG CELEBRATED.

LOOK FORWARD, GO FORWARD - **NEXT WEEK THE FIRST SHOWINGS OF**

GREGORY PECK VIRGINIA MAYO

CAPTAIN HORATIO HORNBLOWER

DIRECTED BY RAOUL WALSH

COLOR BY **TECHNICOLOR**

Screen Play by Ivan Goff & Ben Roberts and Aeneas MacKenzie
From the Novel by C. S. Forester

Coast Meeting

(Continued from page 7)

the opinion that if exhibitors really want moderate budget pictures, the producers will make them.

On the topic of "Picture Titles," John Wolfberg, Harvey, Berger, Schwartz, Leo McCarey, and Allen Rivkin spoke. It was found that most exhibitors believe titles should accurately depict the films.

"Movie Time" Idea Gets Green Light

BEVERLY HILLS, CAL.—Full support was pledged to the COMPO "Movie Time, U.S.A." business building campaign to be directed on an all-industry basis in October and November by Bob O'Donnell at the final session of the round table conferences last week.

The campaign, on which upwards of \$700,000 will be spent for cooperative advertising and exploitation, will be launched with a dinner in Washington, D. C., on Sept. 30.

The post of Hollywood committee director for the campaign was filled with the appointment of Sam Briskin, Paramount studio executive.

Arthur L. Mayer, COMPO executive vice-president, outlined plans for the drive and its promotion. It is a compilation of those advanced by S. Barret McCormick, chairman, MPAA Ad.-Publicity Directors' Committee of New York, and U-I's Charles Simonelli, chairman, "Movie Time, U.S.A.", publicity and exploitation committee. Embraced were many ideas and suggestions submitted from a variety of sources, among them home office ad.-publicity staffs, theatre organizations, theatre managers, and circuit and individual theatre publicists. Included was a suggested ad plan drafted by Howard Dietz, vice-president, Loew's, and ad.-publicity director, MGM.

The costs will be divided equally by the companies participating in each advertisement, and every promotional device known to the industry will be used.

O'Donnell will function under a board of governors.

Star tours will be employed in all exchange areas with appearances in sub-key cities under exhibitor organization auspices.

The general publicity campaign will be supplemented by a series of special events with a Movie Time "Hall Of Fame" contest, a Movie Time "Queen" contest, a "Know Your Movies" contest, etc., being under consideration.

Also to be utilized are special trailers, educational promotion ideas, a campaign theme song, giveaways, radio spots, co-op. ads, and the establishment of a speakers' bureau.

Regional premieres will also play a prominent part in the campaign.

Colonel H. A. Cole stated that instead of emphasizing any particular picture in the campaign that the industry production as a whole should be stressed.

O'Donnell said the Texas boxoffice campaign would kick off on Aug. 6.

"Public Relations" and "Trailers and Advertising" were also discussed at the final round table session. Many suggestions were forthcoming, with some exhibitors requesting that pressbooks be made up to help sell pictures in small towns as well as the large cities. It was pointed out that in the hinterland the psychological tastes of patronage differed



Herbert J. Yates, Republic president, recently greeted Barry Fitzgerald and John Wayne upon their return to New York from Eire, where location shots were made on "The Quiet Man."

from those in metropolitan areas. David Lipton, U-I vice-president in charge of advertising-publicity, spoke of the necessity of buying and using advertising space. He said that at present \$50,000,000 of the national budget of \$66,000,000 is spent on newspaper advertising, and added that he doubted whether the industry was getting the most for its money. He advanced the idea that the money spent in this one media may be out of proportion to the total.

Trailers were discussed at length, with the general opinion being that they were too long in most cases, and sometimes did not tell the story. It was also felt that too many superlative adjectives were used.

Ben Berger, former head, NCA, and Allen Rivkin, SWG, were co-chairmen on the topic of "Public Relations," at which O'Donnell emphasized the importance of having the industry, both national and state, take part in vital welfare projects to foster the friendly and sympathetic attitude of the public.

The three-day conference concluded with a dinner at the Beverly Hills Hotel. Gael Sullivan, TOA chief, and others, expressed the hope that the suggestions forwarded at the meetings would be translated into action as soon as possible.

Later, as his first act as national director of the industry's drive, O'Donnell announced the appointment of Charles E. McCarthy as coordinator of the campaign's advertising, publicity and exploitation efforts, which will be divided among the advertising and publicity departments of the major film companies. McCarthy is director of information for COMPO.

Circuit Court Upholds Dismissal Of Buffalo Suit

NEW YORK—The U. S. Circuit Court of Appeals last week affirmed the dismissal by the federal district court at Buffalo of the \$5,000,000 anti-trust suit filed by Dipson Theatres, Inc.

The Circuit Court held there is no legal evidence that the defendants conspired to monopolize first and second-runs in Buffalo. The suit, filed in 1946, was dismissed in Buffalo by Judge John Knight. Dipson's appeal was heard here in May.

Defendants in the action were Buffalo Theatres, Vincent McFaul, Warners, Loew's, Paramount, RKO, 20th-Fox, and UA.

COMPO Board To Total Between 20-75

HOLLYWOOD—The COMPO board met last week just prior to the COMPO round table discussions, and approved changes in the by-laws providing for an expansion of the board to accommodate representatives of associations joining the organization. The board will consist of not less than 20 or more than 75 members, with the executive committee numbering not over 31, members of which will be chosen from the board. Twenty-five associations have filed applications for membership.

The board opposed the new federal tax provision which excludes certain charitable community and cooperative type film exhibitions from tax payments. A committee composed by Abram F. Myers, National Allied general counsel; Trueman T. Rembusch, National Allied president; Gael Sullivan, executive director, Theatre Owners of America; Robert Coyne, special COMPO counsel, and Oscar Doob, COMPO director, was appointed to fight the tax provision.

The board moved to file with the Secretary of Commerce a brief protesting the removal of the industry from the "essential" industries list, and to take steps for the restoration of such listing. The leasing of Grand Central Palace, New York, for the industry exposition next March was authorized, with tax free status for the event to be sought. Arthur L. Mayer, COMPO executive vice-president, read a progress report to the board, and expressed confidence in the forthcoming jubilee, which he said he hoped would be the first of many similar events.

Resolutions of thanks to Francis Harmon, retired COMPO secretary, and to the Motion Picture Industry Council and the Association of Motion Picture Producers for aid in arranging the current seminar were adopted. The annual meeting was set for the first week in September, probably in New York.

Sidney Schreiber, MPAA general counsel, was named acting secretary.

Al Fischer Mourned

PHILADELPHIA—Al Fischer, 49, veteran area exhibitor, died suddenly last weekend. He had suffered from heart trouble for some time.

Fischer, in the business in this area for many years, was operating the Keswick, Glenside, Pa., and Narberth, Narberth, Pa., at the time of his death. His father had been in the business before him.

Golding Leaves 20th-Fox

NEW YORK—David Golding last week resigned as eastern publicity manager for 20th-Fox. He will continue his duties until Aug. 10. Charles Einfeld, the company's vice-president in charge of advertising, publicity, and exploitation, said that "the resignation has come as a surprise and shock, and I am accepting it with great reluctance and regret."

Rosen In 20th-Fox Albany Post

PHILADELPHIA—Nat Rosen, Philadelphia 20th-Fox sales manager under branch head Samuel Diamond, was last week promoted to Albany branch manager for the company.

This Was The Week When . . .

His Royal Highness, the Duke of Edinburgh, K. G., accepted honorary membership in the Variety Club of London. . . . "The Golden Twenties", full-length feature of "The March of Time," was entered in the Edinburgh Festival. . . . 20th-Fox's traveling Francis X. Bushman continued on his journey for "David And Bathsheba" while Carol Woods, descendant of the Biblical lovers, reached the half-way point in her tour. . . . Special screenings of "Journey Into Light," Joseph Bernhard production, were set by 20th-Fox. . . . Paramount held the world premiere of "Here Comes The Groom" in Elko, Nev.

Paramount announced that theatre previews would be held during the week of Aug. 13 in 150 key cities for "Here Comes The Groom," backed by a special "sneak preview" ad.-promotion campaign prepared by Jerry Pickman, director of advertising, publicity, and exploitation. . . . 20th-Fox set the world premiere of "David And Bathsheba" at the Rivoli, New York City, on Aug. 16. . . . Allied Artists made further plans for "National Disc Jockey Week", Aug. 20-26, on behalf of "Disc Jockey." . . . Hoffberg indicated that it will release 26 independently produced British features during the new season. . . . MGM extended the tour of the traveling "Show Boat" to 22 more cities. . . . Columbia held the world premiere of "The Whistle At Eaton Falls" at two theatres in Portsmouth, N. H.

RKO announced that "His Kind Of Woman" would have its world bow at the Goldman, Philadelphia, on Aug. 15, with Jane Russell and Robert Mitchum expected in for the bow, and "Flying Leathernecks" would premiere at the Woods, Chicago, on Aug. 13.

Branton On Monogram Board

HOLLYWOOD—S. Broidy, president, Monogram Pictures Corporation and Allied Artists Productions, Inc., announced last week that at a meeting of the board of directors, all nine members of the present board were designated as the management's choice for board of directors, to be submitted to the stockholders at the annual meeting of stockholders to be held on Nov. 14.

G. Ralph Branton was also nominated to fill the vacancy on the board created by the death of Charles Trampe. Branton, until recently, was general manager, Tri-States Theatre Corporation, Des Moines.

TV Brief To Be Prepared

WASHINGTON—Jerome W. Marks, chairman, TV Fair Practices Committee, last week announced he will prepare a brief in the theatre-television hearings, following several conferences with FCC officials.

"David" Longer Run Okehed

CHICAGO—Permission was given for 20th-Fox to schedule an eight-week Loop run of "David And Bathsheba" by U. S. District Court Judge Michael Igoe last week.



Marlon Brando and Jean Peters, now working in Roman, Tex., for 20th-Fox's "Viva Zapata," read a resolution adopted by the Lower Rio Grande Valley Chamber of Commerce expressing its appreciation to 20th-Fox for selecting Roman as a filming site. Lew Bray, right, Valley district manager, Interstate Circuit, made the presentation.

Disney's "Alice" Breaks B'way Record

NEW YORK—RKO's "Alice In Wonderland" at the Criterion, with \$58,000 due for the first week, proved a highlight of Broadway last weekend.

According to reports reaching EXHIBITOR from usually reliable sources, other grosses were as follows:

"ON MOONLIGHT BAY" (WB). The Warner claimed \$25,000 for the first week.

"PEKING EXPRESS" (Para.). The Paramount, with stage show, looked for \$43,000 on the second week.

"TAKE CARE OF MY LITTLE GIRL" (20th-Fox). The Roxy, with stage show, looked for \$70,000 for the second week, following \$55,000 Wednesday through Sunday.

"ALICE IN WONDERLAND" (RKO). The Criterion claimed \$58,000 for the first week, a record.

"SHOW BOAT" (MGM). A gross of \$165,000 for the second week was looked for by Radio City Music Hall following a \$98,500 Thursday through Sunday take.

"ACE IN THE HOLE" (Para.). The Globe checked in with \$14,000 for the fifth, and last week.

"ALICE IN WONDERLAND" (Souvaine). The Mayfair claimed \$20,000 on the first week.

"NEW MEXICO" (UA). The Victoria looked for \$8000 for the third, and last, week.

"HAPPY GO LOVELY" (RKO). The Astor claimed \$15,000 in the first week.

"FRANCIS GOES TO THE RACES" (U-I). A gross of \$15,000 for the first week was anticipated by Loew's State.

"RICH, YOUNG AND PRETTY" (MGM). The Capitol, without stage show, expected a \$30,000 first week.

IATSE Negotiations Oct. 1

HOLLYWOOD—At a luncheon meeting of some 75 officials and members of the Hollywood local of the IATSE at the Roosevelt Hotel last fortnight, Richard F. Walsh, IATSE president, disclosed that actual negotiations for the motion picture industry will begin about Oct. 1. He also announced the creation of a radio and television department by the IATSE.

He urged the negotiating committee for 16 local unions to sift through all demands in order to determine those most important to the members.

Summary Judgment In NSS-Poster Suit

PHILADELPHIA—Motion for summary judgment was granted last week by U. S. District Court Judge James McGranery in the suit of Independent Poster Exchange, Philadelphia, and others against National Screen Service.

Finding NSS monopolized the field of standard accessories by exclusive agreements with eight major film companies, and that NSS has acquired power to exclude competition Judge McGranery ordered parties to submit terms of a decree to be formulated in accordance with order and with the opinion of the court.

The court found that since NSS was the exclusive licensee to manufacture and distribute standard accessories for the leading film companies, that as a matter of law such combined power, even though not abused, constituted monopoly.

In addition to Independent Poster Exchange, parties to the suit were Midwest Poster Exchange, Chicago; Theatre Advertising Company, Washington, D. C., and Charlotte Poster Exchange, Charlotte.

The same group also brought suit against 17 motion picture producers and distributors, charging them with conspiracy with NSS. Judge McGranery ruled there was no "such evidence," and threw out the suit.

At the same time, Judge McGranery granted NSS's motion to dismiss Rio Haven, Inc., et al, action against NSS insofar as this purported to be a "class" action. This means that the hundreds of exhibitors named in the action must now file separate actions. This particular suit is limited to Rio Haven, Max and Leon Korr, Korr Enterprise, Allentown, Pa. An appeal may be made from this decision since it was the intent of counsel for Rio Haven to simplify matters by grouping all of the actions into one. The plaintiff's motion for the production of documents was denied.

MR. EXHIBITOR!

ONLY 21 WEEKS

TO XMAS...



Aladdin

Posters

OFFSET PRINTING
PROGRAMS • HERALDS
WINDOW CARDS

CATO SHOW PRINTING CO.
Phone 86 Cato, N. Y.

MISCELLANEOUS

Newsreels

IN ALL FIVE:

Spain: Admiral Sherman dies in Italy.

Iran: Harriman arrives for oil talks.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 60)

Jordan: King Abdullah assassinated. For-

mosa: Governor Dewey visits Chiang Kai-

sheks. St. Louis: Mississippi flood passes.

Minneapolis: Gales. Florida: Beauties de-

velop charm (except Los Angeles). Cali-

fornia: Florida-California beauty "rhu-

barb" (only Los Angeles). Australia:

Sydney poultry show. Utah: Speed demon

Ab Jenkins sets new marks on Salt Flats.

Camden, N. J.: Homecoming for Jersey

Joe Walcott.

NEWS OF THE DAY (Vol. XXII, No. 294)

Formosa: Governor Dewey visits Chiang

Kai-sheks. Camp Pendleton, Cal.: Marines

demonstrate 12-man helicopters. Cali-

fornia: Florida-California beauty "rhu-

barb" (except Minneapolis). Minneapolis:

Aquatennial parade (Minneapolis only).

France: Petain dies in exile. England:

Festival Stakes at Ascot (except Phila-

delphia). Camden, N. J.: Homecoming for

Jersey Joe Walcott (Philadelphia only).

PARAMOUNT NEWS (No. 97) St. Louis:

Mississippi flood passes. New York: Mar-

tin and Lewis stop traffic. Spain: Senators

meet Franco in Madrid. Camden, N. J.:

Homecoming for Jersey Joe Walcott.

Louisville, Ky.; U.S. wins in Davis Cup

tennis. England: Festival Stakes at Ascot.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol.

24, No. 476) Camp Pendleton, Cal.:

Marines demonstrate 12-man helicopters.

Minnesota: Tornado. Hollywood: "Bright

Victory" premiere. Camden, N. J.: Hom-

coming for Jersey Joe Walcott (Philadel-

phia only). Portland, Ore.: New boxing

scoreboard. Utah: Speed demon Ab

Jenkins sets new marks on Salt Flats.

WARNER PATHE NEWS (Vol. 22, No. 99)

Spain: Senators meet Franco in Madrid.

Italy: King Farouk and bride visit

Venice. Indo-China: Work to save rice

from Reds. Atlantic Crossing: New ship;

new fashions. Germany: Swimmer sets

Rhine record. Camden, N. J.: Homecom-

ing for Jersey Joe Walcott.

TELENEWS DIGEST (Vol. V, No. 30-A)

Spain: Admiral Sherman dies in Italy.

Jordan: King Abdullah assassinated.

France: Petain dies in exile. Korea: Truce

talks in Kaesong. Iran: Harriman arrives

for oil talks. Germany: East-West get-

together. Eire: Abbey Theatre, Dublin,

destroyed by fire. Monticello, N. Y.:

Broadway Clowns vs College All-Stars in

exhibition of screwball basketball.

IN ALL FIVE:

Missouri: President Truman inspects

flood damage. Belgium: Baudouin I be-



EXHIBITOR's Mel Konecoff and other trade press writers interview Edmund Grainger, producer of RKO's "Flying Leathernecks," during his recent visit to New York City. Grainger will go to the Far East shortly to begin "The Korean Story."

comes King. Pittsburgh: Jersey Joe Walcott, new heavyweight champ.

IN ADDITION TO THE ABOVE:

MOVIETONE NEWS (Vol. 34, No. 59)

Korea: UN forces probe enemy's positions.

The Marianas: Last Japs surrender. New

York: Greek D.P.'s hail liberty. California:

Model of Central Valley Reclamation Pro-

ject. New York: Fur fashions.

NEWS OF THE DAY (Vol. XXII, No. 293)

New York: Greek D.P.'s hail liberty

(except Los Angeles and San Francisco).

California: Model of Central Valley Re-

clamation Project (San Francisco and Los

Angeles only). New York: Fur fashions.

Canada: The Calgary stampede.

PARAMOUNT NEWS (No. 96) Milford,

Mich.: A look into the automotive future.

New York: Fur fashions.

UNIVERSAL-INTERNATIONAL NEWSREEL (Vol.

24, No. 475) New York: Greek D.P.'s hail

liberty. New York: Commerce Commis-

sioner Shirley sails. New York: Fur

fashions. California: Model of Central

Valley Reclamation Project (San Fran-

cisco only). Spain: Madrid bull fight.

WARNER PATHE NEWS (Vol. 22, No. 98)

Teheran: Oil peace hopes fade in Iran.

Milford, Mich.: A look into the automotive

future. New York: Greek D.P.'s hail

liberty.

TELENEWS DIGEST (Vol. V, No. 29-B)

Missouri: President Truman inspects flood

damage. Germany: Red youth to meet in

Berlin. Formosa: Navy dead honored.

Iran: Shah recovers. Italy: King Farouk

continues honeymoon. New York: Greek

D.P.'s hail liberty. Milford, Mich.: A look

into the automotive future. New York:

Toy show.

NATIONAL BOARD OF REVIEW

July 21, 1951

STARRED SELECTED FEATURE: "Mr. Bel-

vedere Rings The Bell" (20th-Fox);

SELECTED FEATURE: "Mr. Drake's Duck"

(UA).

Zanuck Names Blaustein

HOLLYWOOD—Darryl F. Zanuck announced last week the appointment of Julian Blaustein as executive producer for 20th Century-Fox. He becomes second in charge at the studio, with supervision of 11 other producers. Zanuck, vice-president in charge of production, will continue to personally follow every picture from story conference stage to editing, but the company's upped production schedule necessitated his now obtaining help.

PEOPLE

NEW YORK—Dick Weaver, New York theatre and motion picture publicist, has been named national campaign coordinator on Jean Renoir's Technicolor production, "The River," United Artists vice-president Max E. Youngstein announced last week.

Konecoff

(Continued from page 7)

the entertainment angle being stressed along with the cool comfort of the theatres, etc. Come to think of it, The Eagle has always devoted much space to amusements, and has gone out of its way to be a little friendlier.

THE METROPOLITAN SCENE: Congratulations came in from Si Scadler (a great cartoon and poem), Dave Golding, Ira Tulipan, and the boys at 20th Century-Fox; B. Bernard Kreisler, Dave Bader, Richard Gordon, Leon Bamberger, Bert Martin, Jack Levin, Bea Ross, Jim Cunningham, Sid Ritchetnik, Al Stern, Ernie Emerling, and others. . . . When "That's My Boy" opens at the Paramount, Danny Lewis, father of Jerry Lewis, will be an added stage attraction, which is a pretty good touch since "his boy" is in the film. . . . The August issue of Seventeen is carrying a record number of entertainment features. . . . Phil Gerard, U-I's eastern publicity manager, was in Washington to confer with government officials on "Bright Victory." . . . A good pressbook is out on "Peking Express."

MOT Clarifies TV Status

NEW YORK—When "The March Of Time" series is discontinued, it will not be transferred to television, Richard deRochemont declared last week.

deRochemont said that at the present stage of development, TV is not in an economic position to spend the amount of time and money used in producing the 17-year-old series. The producers of "The March Of Time" have four specially prepared offerings for television. "Crusade In Europe," has already been shown. "The March Of Time Through The Years," consisting of old series efforts plus up-to-date supplements, is finishing its run. Still to be released is "Crusade In The Pacific," a 26-week series similar to the "Europe" presentation, and another 26-week series, "Ballet de France."

While "The March Of Time" is leaving the short subject field, it plans to make special full-length documentaries from time to time.

Monogram Shows Profit

HOLLYWOOD—Monogram President Steve Brody last week reported that the company's unaudited earnings figures for the last quarter of the fiscal year ended on June 30 were the highest for any quarter in the history of the company. Estimated net profit for the period was more than \$258,118.

With the company showing a profit of more than a half million dollars for the fiscal year, it will complete 1950-51 in the black for the first time since the fiscal year ended on June, 1947, when it realized a profit of \$375,895.

FOR SALE

450 HEYWOOD-WAKEFIELD THEATRE CHAIRS (SPRING SEAT AND PANEL BACK)—DOUBLE CHANNEL MOTIOGRAPH SOUND EQUIPMENT—CENTURY PROJECTORS—ATTRACTION SIGNS INCLUDE 450 ADLER ALUMINUM LETTERS—CYCLEX LAMP HOUSES INCLUDE CYCLE CHANGER AND BREAKDOWN SERVICE.

ALL THIS EQUIPMENT IS GUARANTEED TO BE IN A-1 SHAPE. IT WAS PURCHASED NEW AND WAS USED NOT OVER 3 YEARS.

Contact **MAX GOODMAN**

ELLCOTT THEATRE, ELLCOTT CITY, MD.

CANDYDLY SPEAKING

HOT WEATHER has really shot soft drink sales skyward, at least for those operators who have developed the know-how and technique of good operation. "Good operation" is a broad term, and requires a detailed explanation to really come up with a complete answer.



BILL ENGLAND

LET'S take a look at what goes into good operation of

1. Automatic cup drink machines.
2. Manually operated drink dispensers.

Automatic Cup Drink Machines

Probably the most important detail in good operation is to start with good equipment. During the past 15 years, there have been many different types of automatic cup drink machines manufactured. Many have had a short life.

Good equipment should have the following qualifications:

1. So constructed that there is a minimum of mechanical trouble.
2. Readily accessible and easy to service and clean.
3. So constructed that it is possible to give accurate measurement of syrup each time a drink is served.
4. Have adequate refrigeration capacity so that even in the hottest weather under heavy usage drinks can be served at a temperature of approximately 40 degrees.
5. Have proper carbonation so that a fully carbonated drink can be served.

Even the best of equipment will not do a proper job unless it is backed up with a well-trained and efficient service staff. Coin changers will jam up, electrical relays will cause trouble, and refrigeration systems will develop problems. Unless a system of service is developed which will provide regular filling and cleaning, and prompt response to trouble calls, the equipment may be out of service at the

(Continued on page EP-8)

This attractive stand at the Royal, Guelph, Ontario, Canada, serviced by Theatre Confections, Limited, shows how the small, counter type, self-serve ice cream merchandiser is used. Further details will be found on page EP-4 of this section.



Cooperating with THE COUNCIL ON CANDY OF THE NATIONAL CONFECTIONERS' ASSOCIATION

Popcorn Is A Nutritious Food



Cooperating with THE NATIONAL ASSOCIATION OF POPCORN MANUFACTURERS

EXTRA PROFITS

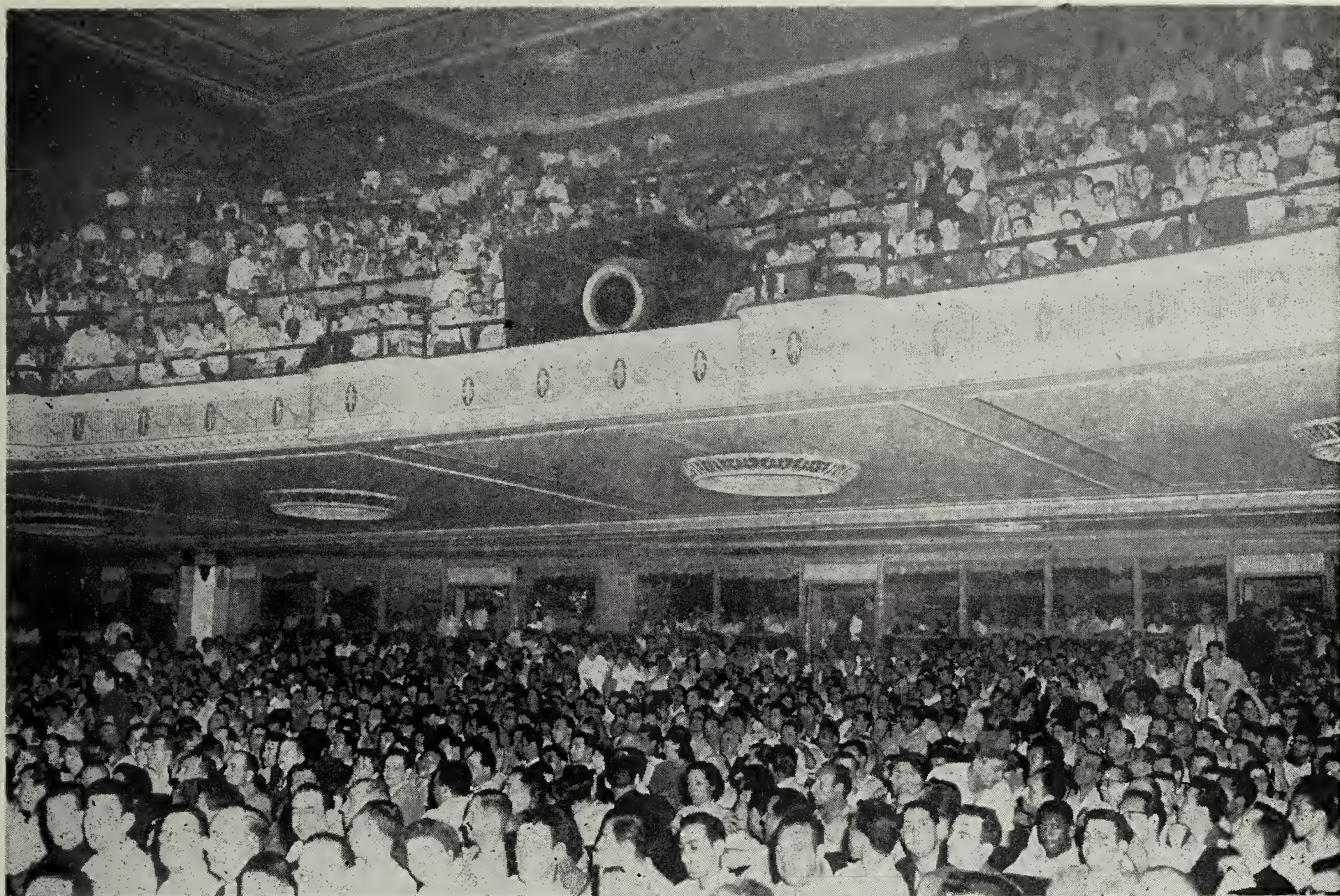


Refreshment

has "box office" too



Of course, people go to the movies for entertainment. But refreshment has its appeal, too. Just ask the thousands of exhibitors who have added the refreshment of ice-cold Coca-Cola to their program. They know the presence of Coca-Cola brings people back—and at the same time produces a welcome increase in profit with no increase in overhead. All you need is a few square feet of space, and you have your choice of a variety of vending methods. For the money-making details, address: The Coca-Cola Company, P. O. Box 1734, Atlanta, Georgia.



FIGHT TELECAST AUDIENCES, SUCH AS THIS ONE AT THE S-W STANLEY, PHILADELPHIA, CALL FOR NEW REFRESHMENT MERCHANDISING METHODS.

Different Techniques Are Needed

For Theatre TV Audiences

How does theatre TV influence the sales of concessions in theatres?

WHAT new techniques must be used to get the most out of the crowds which have been filling most theatres owning theatre TV sets?

TO GET the answer, and to acquaint prospective theatre TV users with what they have in store in the concessions departments, EXTRA PROFITS queried its correspondents in theatre TV spots, and came up with the following.

In Cleveland concession sales are said to have skyrocketed on the occasion of the three TV telecasts at the RKO Palace, according to Irving Shenker, Berlo Vending Company office, which services the theatre.

On the first two nights, concession sales were confined to the concession stand. "The per capita sales were considerably

over the average mid-week evening sales," Shenker reported.

For the first TV telecast, the screen program ran right up to fight time. As a consequence, the sales were concentrated to the time immediately before and immediately after the fight presentation. On the night of the second fight, there was a 10-minute intermission preceding the fight to allow fans to stretch and make another assault on the concession stand. A special trailer suggested that intermission time could be used to buy more concessions. On the night of the third fight, a 16-minute intermission was scheduled. For this, Berlo not only increased the concession stand personnel from two employees to four, but also had 10 candy butchers parade the aisles with candy, popcorn, and ice cream. Shenker reports that the 10 aisle salesmen sold as much in the allotted time as the concession stand did from 8 p. m. to 10.30 p. m. Ice cream led in sales, with popcorn

trailing. "We did not serve soft drinks in the aisles at the last TV fight show," said Shenker, "but we will do so in the future."

"Fight fans are good eaters," the Berlo official said, "but to get the best per capita results it is necessary to have everything ready to go on the split second. Every second of the intermission time must be utilized in order to get the best results. We brought in 10 boys from the Stadium, trained in aisle selling. They were in the aisles during the entire intermission period. Careful planning is the most essential factor to reap a concession harvest at theatre TV fight telecasts."

Regular concession stand prices were maintained during all three telecasts at this theatre.

In Washington, D. C., at RKO Keith's, the effect of the theatre television crowds on the concessions also definitely increased the sales. This was due, it was said, because the audiences attending were "con-

cession-minded," and because the theatre has adopted a modified system of aisle selling. In order to give the patrons more service, after the feature film's conclusion and during a brief intermission prior to the large-screen telecast, popcorn and ice cream are sold down the aisles.

In Baltimore, Md., Loew's Century reported big concession sales during theatre TV fights, but, according to Joe Smart, Loew's city manager, "no larger than a capacity night for an outstanding film show." Smart put three persons behind the candy counter, instead of one, to take care of the TV-fight crowds.

The Met, colored house, with 1400 seats, reported heavy concession sales for the second fight. The management opened an abandoned candy bar, which had been closed since a newer one came into existence, and also had salesmen moving up and down the aisles "hawking" wares.

The Harlem and Regent, also colored houses, did not do anything special about the TV-fight crowds and candy sales.

"We didn't use candy butchers up and down the aisles," said Harlem's Leon Bach. "We are running a de luxe operation, and not a fight arena."

Reports from Chicago indicated that at the State-Lake and Tivoli, sales per capita of popcorn, candy, ice cream, soft drinks, etc., were not up to par on the nights of the fight TVs. This was attributed to the rushing of most patrons, most of whom swept by the confection and other stands in their eagerness to get seats. After the fights, most of the patrons rushed out.

Both Harry Odendhal, State-Lake manager, and Bill Studdert, Tivoli manager, believe that on the occasion of future TV showings, when excitement is not at an abnormal pitch, their confection and other extra profits sales will, perhaps, be above par.

In Pittsburgh, the Fulton estimates that there is an increase of approximately 25 per cent in sales of candy, popcorn, etc., on "fight nights."

This theatre does not include the fight show as part of its regular film program. Instead, it closes down at 7 p. m. with the regular show, and then reopens at 9 p. m. with all seats reserved.

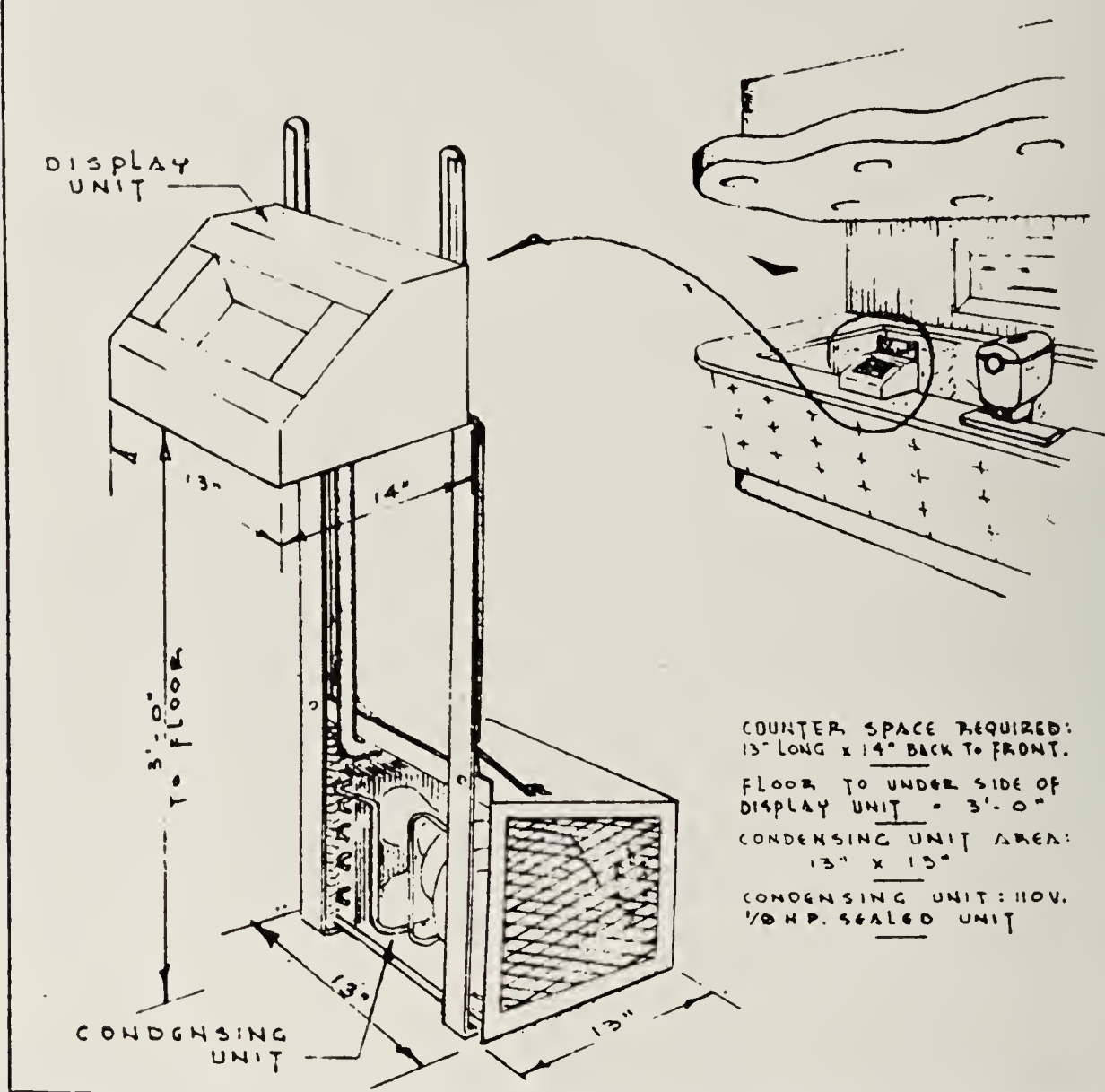
John Walsh, manager, Shea Circuit house, uses ushers and usherettes as aisle sellers during the fights. The house has a large lobby stand where soft drinks are sold, but none is allowed in the theatre. Between rounds many people have been noticed going to the stand for drinks. The use of aisle salespeople helps sales considerably, but, it is pointed out, this cannot be done during a regular film showing.

At the S-W Stanley, Philadelphia, manager George Balkin used words like "phenomenal" and "sensational" to describe concession sales at the second fight telecast. "The fight crowd bought everything and anything, and sales tripled over normal," he said. Balkin theorized that patrons' appetites were aroused somewhat after a two-hour wait outside the boxoffice.

Ten aisle hawkers sold ice cream, soft drinks, popcorn, and candy before the telecast, and all items went with equal speed.

At the previous telecast, aisle salesmen were not used, and patrons rushed past the refreshment stand for seats, accounting for the lower sales for the first fight. Balkin said he may have refreshments

"SELF-SERVE" ICE CREAM MERCHANDISER



Details of the small Self-Service Ice Cream Merchandiser are noted in the drawing reproduced above.

TOA Convention Attracts

NEW YORK—S. H. Fabian, general chairman, Theatre Owners of America 1951 convention and trade show, announced recently that theatre owners planning to improve their extra profits operation will be aided immeasurably by the exhibits at the Astor Hotel on Sept. 23-27. The following concessions companies have made reservations for booths: Beech Nut Packing Company, Cadbury-Fry, Coca-Cola, C. Cretors and Company, Henry Heide, Inc., Hershey Chocolate Corporation, Charles E. Hires Company, Manley, Inc., Mason, Au and Magenheimer Confectionery Company, Mission Dry Corporation, Confectioners Cabinet, Nestle's Chocolate Company, Orange-CRUSH Company, Pepsi-Cola, Peter Paul, Inc., Purity Pretzel Company, Thomas D. Richardson Company, Switzer's Licorice Company, Selmix Dispensers, Inc., Supurdisplay, Inc., and Theatre Candy Company.

Elliott Joins Cook

CHICAGO—Charles D. Elliott, former factory superintendent, Warfield Chocolate Company, was recently made a vice-president of the Cook Chocolate Company.

sold between rounds at the next telecast, rather than just at an intermission after the film.

EXTRA PROFITS

Vol. 6, No. 5

August 1, 1951

EXTRA PROFITS appears every fourth Wednesday as a regular special feature department of EXHIBITOR, and is devoted exclusively to the design, construction, maintenance, management, and exploitation of theatre vending equipment, vendable items, and other profit producing adjuncts for efficient theatre operation. For further information, address EXHIBITOR, published weekly by Jay Emanuel Publications, Inc. Publishing office: 246-48 North Clarion Street, Philadelphia 7, Pennsylvania. New York Office: 1600 Broadway, New York 19. West Coast Representative: Paul Manning, 9628 Cresta Drive, Beverlywood, Los Angeles 36, California.

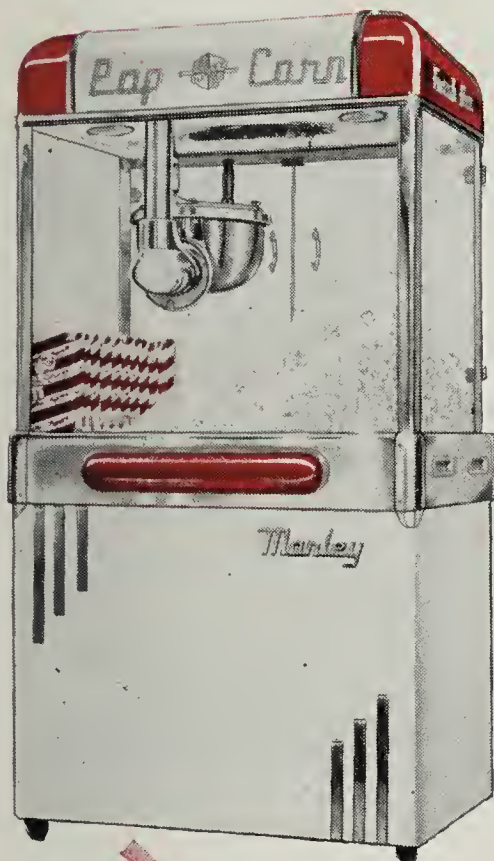
Editorial consultant: W. B. "BHI" England.

Advisory boards—

Composed of executives and heads of the concessions and vending departments of theatre circuits: Leslie R. Schwartz, Andrews, Inc., New York; Bayard M. Grant, Durwood Theatres, Kansas City; C. Dale Fox, Fox Wisconsin Amusement Corporation, Milwaukee; Frank C. Bickerstaff, Georgia Theatre Company, Atlanta; William O'Donnell, Interstate Circuit, Dallas; Raymond Willie, Interstate Theatres, Dallas; Harold F. Chesler, Theatre Cooperative Candy Company, Salt Lake City; Miss Marie Frye, Tri-State Theatre Corporation, Des Moines; Louise Bramblett, Wilkin Theatre Supply, Inc., Atlanta; Van Myers, Wometco Theatres, Miami, Fla.; J. J. Fitzgibbons, Jr., Theatre Confections, Ltd., Toronto, Canada.

Composed of manufacturers, concessionaires, and other leaders in the candy, popcorn, and allied fields: A. F. Rathbun, Fred W. Amend Company, Chicago; Richard C. Fowler, The Coca-Cola Company, New York; Marvin Spitz, American Royal Candies, Inc., Los Angeles; Vincent O'Brien, Armstrong Popcorn Company, Lake View, Ia.; Charles G. Manley, Manley, Inc., Kansas City; W. B. Riley, Brock Candy Company, Chattanooga, Tenn.; Joseph Blumenthal, Blumenthal Brothers, Philadelphia; L. M. Shaw, Smith Brothers, Inc., Poughkeepsie, N. Y.; C. M. Said, McPhall Chocolate Company, Oswego, N. Y.

THE *Manley* "ARISTOCRAT"



... an Investment that *"CAN'T BE BEAT"*

Lloyd Boreing, manager of the Lamar Theater, Lamar, Colo., says:

"We have been using your new Manley Aristocrat machine for the past year and find it tops. As an investment it can't be beat. It will pay for itself in a short time. We figure we get at least four extra boxes of corn out of each popping. Anyone who is selling any corn at all is actually paying for one but is not having the pleasure of the speed, simplicity, and economy of a Manley Aristocrat."

● The secret of the Aristocrat's success is the volume-popping Cascade Kettle. By actual test, it pops out 20-40% more popcorn... big, luscious kernels that invite your customers to come back for more. No wonder Mr. Boreing is satisfied with his Aristocrat. It's making money for him. It would make money for you.

LLOYD BOREING,
Lamar, Colo., who is sold
on the Manley Aristocrat.



Copyright 1951, Manley, Inc.



Manley, Inc.
The BIGGEST NAME IN POPCORN

SALES AND SERVICE OFFICES IN 27 CITIES
SEE YOUR TELEPHONE DIRECTORY

Manley, Inc., Dept. EX 8-1-51
1920 Wyandotte St., Kansas City 8, Mo.

Please have a Manley man call and bring me your
booklet on "How to Make Big Profits from Popcorn".

Name

Address

City.....State.....

PROFIT ITEMS

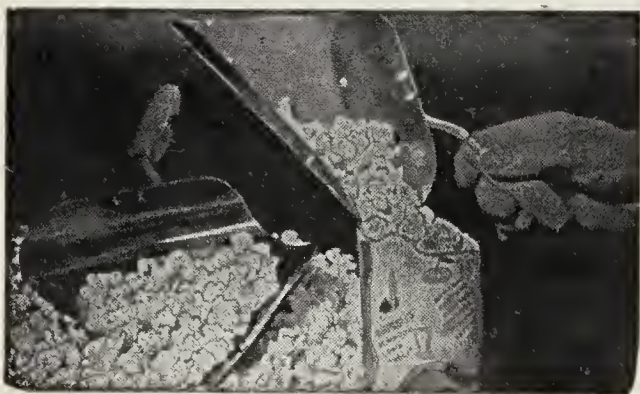
Of special interest to theatremen are new developments in the field, offering possibilities of extra sales opportunities to alert showmen-tradesters



Several new features are embodied in the recently-introduced Orange-CRUSH dispenser.

New Dispenser

The latest in mechanical pre-mix dispensers recently was put into action by the fountain division of the Orange-CRUSH Company, Chicago. The company reports that after its enthusiastic reception at a recent trade convention, the new dispenser brought a sales increase of over 100 per cent when it was field-tested in a large variety store. Perfected after two years of research, the unit has a compressor using Freon-12 refrigerant, assuring cooling of syrup and water from 75



The NEW Patented SPEED-SCOOP

Three times more efficient. Scoop and pour a bagful of popcorn in one single easy motion. Made of light, stainless aluminum. Cool hardwood handle. Perfectly balanced for maximum efficiency and speed. Only \$2.50 at your Theatre Supply or Popcorn Supply Dealer.

SPEED-SCOOP

109 Thornton Avenue, San Francisco 24, Calif.

**OUTDOOR
REFRESHMENT
SERVICE**
from Coast
to Coast
over 1/4 Century

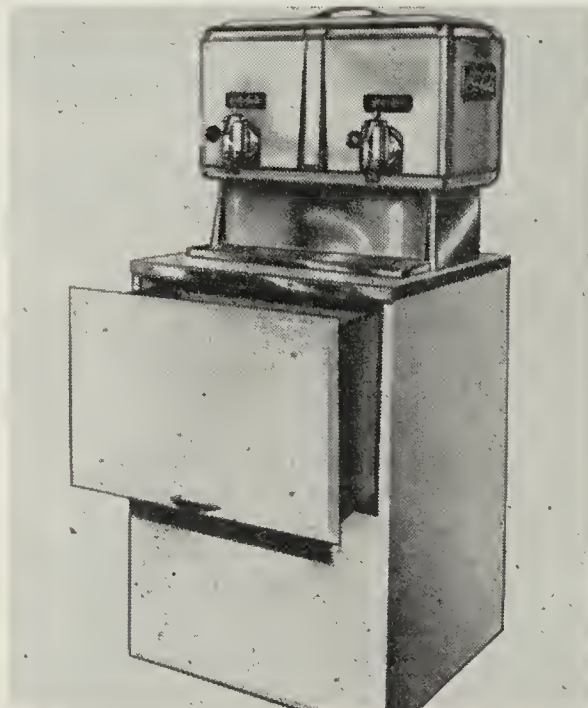
Refreshment
Service for
**DRIVE - IN
THEATRES**

SPORTSERVICE CORP. Phone
SPORTSERVICE BLDG. • BUFFALO, N. Y. WA. 2506

to 42 degrees within five minutes. Dismantling, cleaning, and reassembling can be accomplished in 15 minutes, it is claimed. Stainless steel construction of essential valve parts assures complete compliance with sanitation codes.

Two-Drink Unit

A new two-drink dispenser, called the Hafer Senior, recently was introduced by the Dallas Soda Fountain Company, Dallas. It is a complete self-contained unit which dispenses root beer, creamy or solid, and another soft drink, or plain carbonated water. Available as either a refrigerated or ice-cooled unit, the Hafer Senior is designed to take up a minimum of floor



Dallas Soda Fountain Company's Hafer Senior is available as a refrigerated or ice cooled unit.

space, measuring 24 inches wide by 22 inches deep, with a working height of 38 inches. The refrigerated dispenser is equipped with a Kelvinator Hermetically Sealed Unit, and the head of the ice unit holds up to 30 pounds of crushed ice. A convenient, fully-insulated drawer holds 65 pounds of ice, to eliminate the danger of running out of ice during peak loads. The syrup containers hold one gallon of syrup. Water and syrup are pre-cooled before carbonation.

Automatic Coffeemaker

Manufactured by Steel Products Company, Cedar Rapids, Ia., the recently announced E-Z Way automatic coffeemaker uses liquid coffee concentrates, and connects to the water supply and electrical outlet at its installation site. A patented self-cleaning measuring and mixing faucet dispenses the same quantity for each cup, so that each cup is fresh and uniform. The E-Z Way is said to dis-



Liquid coffee concentrates are used in Steel Products Company's new E-Z Way coffeemaker.

pense up to 300 cups per hour. Advantages pointed out by the company are the elimination of handling hot water and waiting for coffee to brew, easy cleaning, less labor, and no waste of coffee. A safety feature is the absence of open flames.

Straw Slot Lid

Dixie Cup Company, Easton, Pa., recently announced a new printed straw



This new lid for Dixie cold drink cups has a U-shaped slot for the straw to avoid drink spilling.

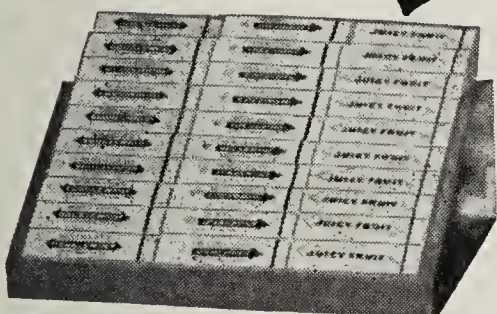
slot lid for Dixie Cold Drink Cups to replace its plain tab lid. The straw slot is a U-shaped, liquid tight opening designed to meet the demand from drive-ins, theatres, and other similar customers concerned with the danger of drinks spilling. To insert a straw, the user simply presses in the slot with finger or straw. Printed on the new lid is an adaptation of Dixie's new Melody design, matching the design on the cup. All lids are treated after the straw slot is cut, making them substantially spill-proof for use in the normal manner.

Electro Freeze Booklet Ready

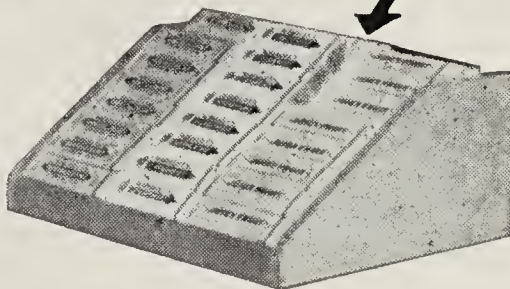
NEW YORK—A new four-page booklet covering the Electro Freeze direct dispensing soft ice cream machines is now available. Model 10P, 20P, and 25P are illustrated, along with the specifications and advantages of each unit.

A free copy may be obtained from the Port Morris Machine and Tool Works, 712 East 135th Street, New York 54, N. Y.

Experience Proves: Chewing Gum Will Add to Their Enjoyment of Your Theatre



Seminole Theatre, Tampa, Fla., gets extra profits from display of popular brands of gum.



Jayhawker Theatre, Lawrence, Kansas, displays chewing gum for extra revenue.

You build good will and extra profits by selling and displaying popular brands of chewing gum

Yes, chewing gum is a "natural" for profitable theatre sales—especially when the brands displayed are well-known, well-advertised fast sellers. People just naturally like to chew gum at the movies, and they buy their favorite brands on impulse when the theatre displays chewing gum in a convenient location.

Take advantage of the popularity of chewing gum. Display Wrigley's Spearmint, Doublemint, "Juicy Fruit" and other fast-selling brands where your patrons can easily see and buy them. It's a service your patrons will appreciate, and you'll be surprised at the extra revenue chewing gum will take in for your theatre.



Candyly Speaking

(Continued from page EP-1)

periods of peak business, and revenue will be lost.

The best in equipment and service will not do the complete job unless the importance of quality is recognized, and safeguarded. In these days of increasing costs, the pressure is ever present to buy syrups at a price (many syrup makers caught in the squeeze of competition will cut corners to quote a low price) with the result that quality suffers. Maximum sales cannot be developed if the quality of the drink served is not maintained at a high level.

Due regard to the fundamentals of good merchandising are essential to full development of sales. Light, color, and cleanliness are basic. Selection of drink flavors that meet the taste preferences of the patrons is a must.

All in all, the successful operation of automatic cup machines requires the attention to many details by an efficient organization.

Manually Operated Drink Dispensers

Here, again, good equipment is a basic essential to obtain good operating results.

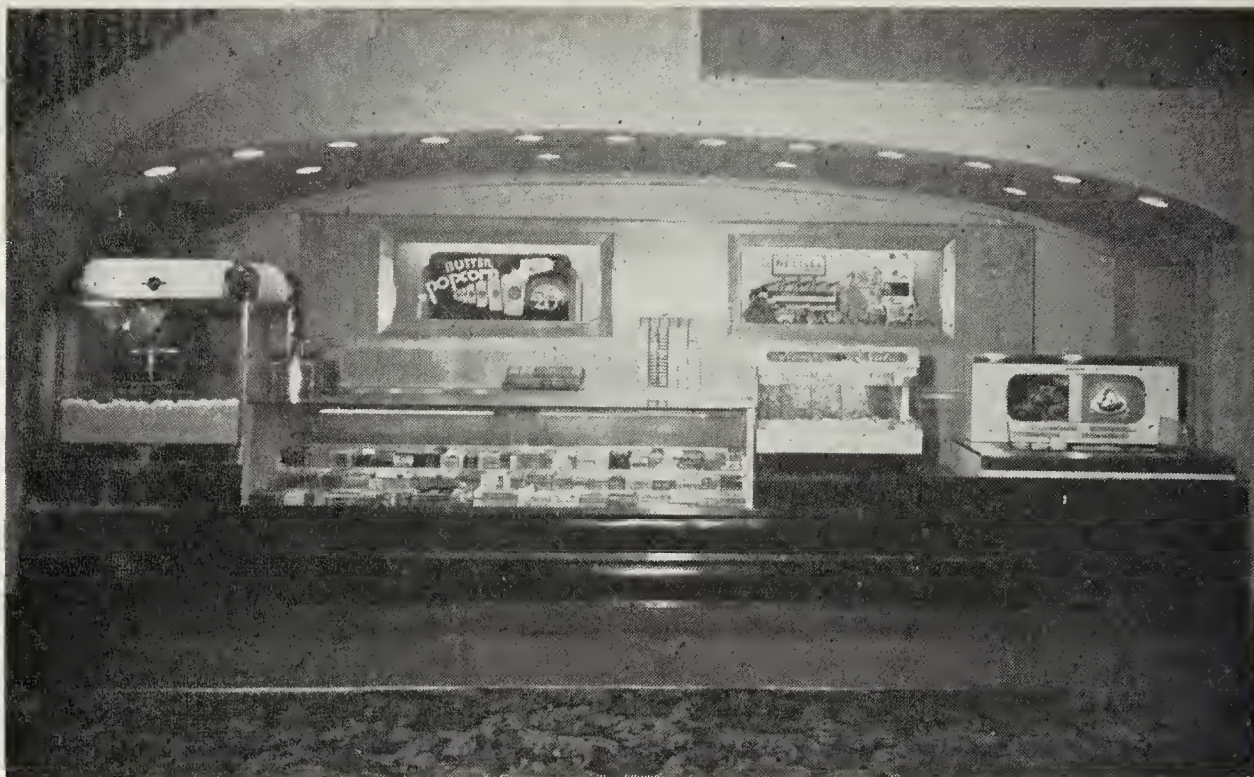
Top notch equipment will have the following qualifications:

1. Rugged mechanical construction, which will give a minimum of mechanical trouble.
2. Adequate refrigeration capacity to serve drinks at proper temperatures under heavy usage in hot weather.
3. Proper carbonation.
4. Accurate syrup measurement.

5. Easily accessible for proper cleaning.

Inasmuch as the service problems are simpler, there is not the need for as complete a service organization as is required by automatic equipment—but prompt repair service is a must if good operation is to be insured.

The quality of the syrup used is equally important in manual operation as it is in automatic operation. There just is no substitute for uniform high quality in developing the full potential of sales.



When the long term lease of a private concessionaire expired recently at the Walter Reade Carlton, Red Bank, N. J., the circuit's concessions department took over the operation, and installed this deluxe "Refreshery." The stand is recessed so that it does not interfere with traffic into the auditorium proper.

Good merchandising requires attractive signs, adequate light, and a wholesome cleanliness.

Again, it is the attention to the thousand and one details that makes for successful operation—skol.

Bill England

Popcorn Convention Set For Dec. 4-6

CHICAGO—The Seventh Annual and Third International Popcorn Industries Convention and Exhibition will be held on Dec. 4, 5, and 6 at the Hotel Congress, according to Leonard M. Japp, Special Foods Company, Chicago, president, National Association of Popcorn Manufacturers, Inc., last week.

"This year," explained Japp, "the entire convention and exhibition program will be keyed to the industry slogan—'Learn More To Earn More.' Our industry, like others in the food processing business, is confronted with shortages and other problems created by the defense program and the unsettled world conditions. We feel that the solution lies in exchanging knowledge, learning more about popcorn. To this end the 1951 convention will be devoted."

Convention planners have arranged for a series of instruction and demonstration classes covering the subjects of hybrid popcorn breeding, techniques of popping and production, merchandising and selling, distribution, and sanitation. They will form the three-day curriculum of a National Popcorn Institute training course. Experts in each of the fields covered by the above subjects will make up the school's teaching faculty.

The three-day trade show will feature also an exhibition of 50 suppliers to the popcorn industry, including popcorn, popcorn supplies, machinery and equipment, corn processing and cleaning equipment, vending machines, and motor trucks.



"My, that popcorn smells good...
let's go back and get some!"

ONLY

popsit plus

**WITH BUTTERLIKE FLAVOR AND AROMA—
BRINGS 'EM BACK EVERY TIME!**

**Check the
plusses
of
Popsit Plus**

the only popping oil with a real butter-like flavor
measures more accurately
pours readily in all kinds of weather
costs less per bag
produces fewer "duds"



Made of American Ingredients—Always Available!

popsit plus!

Made by **C. F. Simonin's Sons Inc.** Phila. 34, Pa.

POPPING OIL SPECIALISTS TO THE NATION

NEWS OF THE

Territory

BRANCHES

Atlanta

Hugh Martin, Martin Theatres, Florida, was on the Row. . . . Leonard Allen, publicity, Paramount, and Paul Jones and Ernest Rogers, Atlanta newspapermen, were off to Elko, Nev.

Jim Eden was host to 25 kiddies recently. . . . Gault Brown, Hollywood, Madisonville, Tenn., was in. . . . Mildred Castleberry, booker, Martin Theatres, is back after a vacation.

John Golder, special representative, Jam Handy, Detroit, was in to see branch manager Hobbs, Monogram. . . . Lynda Burnett, former ELC booker, is with Columbia. . . . Lessie Blankship, Benton Brothers Film Express, will be married to Carl Walron. The Row wishes the new couple the best. . . . Belle Ellenburg and Jean Woodward, Benton Brothers Film Express, were enjoying Florida.

President Arthur C. Bromberg, Monogram Southern Exchanges, is back after a meeting in Hollywood. . . . Fred Moon, amusement editor, The Journal, was visiting. . . . Pete Howell, Monogram head shipper, will leave for a camp in Alabama with the National Guard.

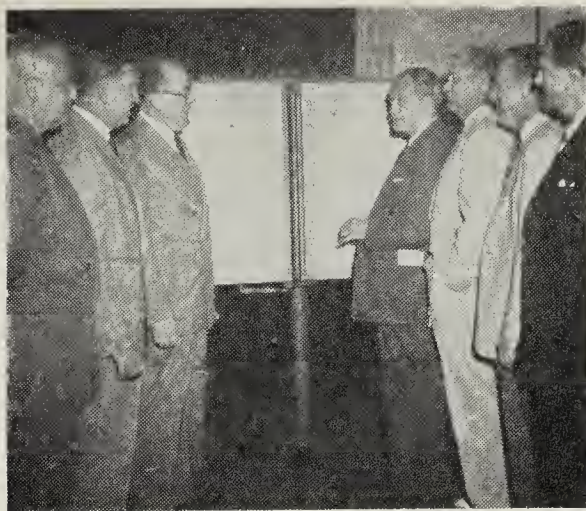
George Bell, Monogram Southern Exchanges, was in the hospital because of illness.

MGM transferred the following to Jacksonville, Fla.: Bob Catts, office manager-head booker; Ed Matthews, booker, and Dot Matthews, contract department. . . . At RKO, Ed Bledsoe is back after a vacation in Florida, Virginia Coker was in Florida, and new in the accounting department are Johnny Harrell and Dorothy Brooks.

On a visit to the ABC Booking Office was Jack Martin, Ryman Drive-In, Lockhart, Fla. . . . Betty Whitmire, secretary, ABC Booking Office, was in Hollywood, Fla., on vacation. . . . Wilma Chandler joined the ABC Booking Office as assistant booker to Cliff Wilson. . . . Dave Williams joined Manley Popcorn Company in Washington.

R. J. McClure, office manager, 20th-Fox, checked back after a vacation on his farm. . . . The NPA turned down the application for the construction of an outdoor theatre in Lake Wales, Fla.

There was a minimum of confusion among theatre owners in St. Petersburg, Fla., as the new state tax schedule went into effect. The new bracket eliminates taxes on tickets costing 10 cents, calls for a penny tax on 11 cents, two cents on 36 and three cents on 66 cents to the dollar. . . . Marion Stowe, Florida State Theatres, Jacksonville, Fla., returned there after a vacation.



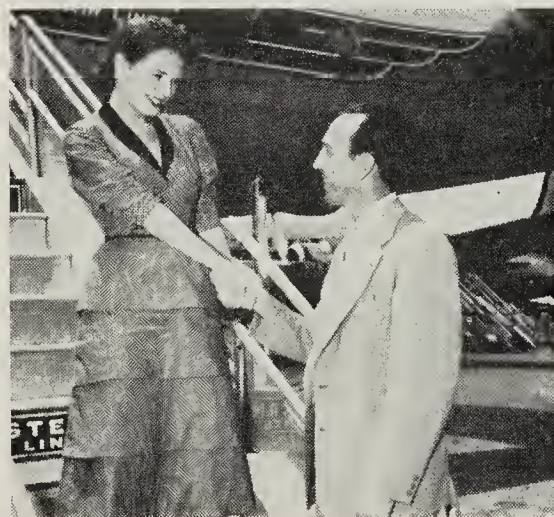
At a recent meeting at the Paramount home office, New York City, Ted O'Shea, right center, vice-president, Paramount Film Distributing Corporation, and national chairman, "Salute to Al Schwalberg," charts the drive booking course for Al Duren, directly behind him, Charlotte branch manager; Ed Chumley, Jacksonville, Fla., branch manager, and Henry Germaine, New Haven branch head, and, on the left, center, Al Kane, eastern-southern division manager; William Holliday, New Orleans branch manager, and John Moore, Boston b. m.

The Royal, Birmingham, Ala., Acme Theatres, closed. . . . Charlie Woodward, for the past 19 years with 20th-Fox, resigned. . . . C. S. Alligood announced that his new drive-in at Cranfordville, Fla., will be ready for opening about Aug. 1. . . . The air force at International Airport, Miami, Fla., will soon have a new open-air theatre to seat 1,000. . . . Crescent City, Fla., has a new drive-in for 350 cars, owned by the Flamingo Drive-In Company.

The old stork passed over the house of Mr. and Mrs. Roy Martin, Jr., Martin Theatres, Columbia, Ga., and left a little girl.

Clarence Westmoreland, assistant cashier, U-I, was confined to the hospital with a broken leg. . . . Nat N. Bernstein and Robert C. Bernstein severed connections with the Number One Drive-In, South Daytona, Fla. R. O. Dunn takes over.

Harry Huggins, husband of Mrs. Ola Huggins, Paramount, died of a heart attack. . . . Dickson, Tenn., and Dickson County voted to allow movies on Sunday. . . . Grover Partee, assistant manager, Paramount, and the Mrs. were off for a vacation in Daytona Beach, Fla.



When Polly Bergen, starred in Paramount's "Warpath," recently visited Atlanta, she was welcomed by Paramount representative Leonard Allen, left, and circuit executive Bill Jenkins, right, was among the exhibitors the actress met during her visit there.

In for a visit were: Carl Carter, Ritz, Jacksonville, Fla.; Carl Hutton, Melody, Jefferson City, Tenn.; Spence Pierce, Knoxville Drive-In, Knoxville, Tenn.; L. J. Duncan and Sidney Laird, West Point Amusement Company, West Point, Ga.; G. A. Johnson, Emory and Center, Center, Ala.; Mr. and Mrs. Roy Mitchell, Stone Mountain, Ga.; W. W. Hammond, Jr., booker, Orr Theatres, Ala.; Harry Hardeman, YMCA, Trion, Ga., and Nat Hancock, Roosevelt, Jefferson, Ga.

Kermit Stengel, vice-president Crescent Amusement Company, Nashville, Tenn., and on the Safety Council, directed the theatre phase of the statewide "Farm Safety Week."

Mrs. Jimmy Whitfield resigned from Wil-Kin Theatre Supply, and will go to California for a vacation. . . . E. R. Wilson started work on his new drive-in near Greenville, Tenn. . . . A drive-in is being built by Frank Sexton at Neota, Tenn.

Mrs. C. B. Brooks, secretary, Capital City Supply, is back after a vacation in Florida. . . . Ike Katz, president, Kay, was visiting the New Orleans branch. . . . Horace Denning, district manager, Dixie Drive-In Theatres, Florida, was a visitor. . . . Harvey Rudisill, manager, Kay, was back after a vacation.

C. K. Hammon, Gainesville, Fla., has won the right to build his new drive-in. . . . George Eubanks, formerly with Republic, is now a major in the marines in Korea. . . . Bradenton Theatre Company, Inc., is the new owner, State, Bradenton, Fla., from former owners John S. Millsaps and W. L. Cone. . . . William L. Beck, manager, Five Points, Jacksonville, Fla., was visiting in Wisconsin and Canada.

PARAMOUNT NOTES — Leonard Allen, southern publicity chief, was back from a visit in Tennessee. . . . Jane Walker, Don Smith, E. D. Wilson, and Joanna Delang were all visiting in Florida.

Pete Howell, Monogram's head shipper, was off for training with Uncle Sam in Anniston, Ala. . . . Carl Carter, Georgia and Florida, returned to his headquarters in Jacksonville, Fla. . . . Nelson Towler, district manager, Lippert, left for a sales meeting in Chicago.



Mrs. L. Delong, Monogram contract department, was off for a trip. . . . W. Rothschild, district manager, Strand, Roosevelt, Skyview, Frolic, and Dix, Jacksonville, Fla., said that business is below average there.

In Nashville, Tenn., Crescent's new Green Hills was ready for opening. The 1,150-seat house will be managed by H. W. Nokes.

Charlotte

Jimmy Pritchard, Monogram southern division manager, Dallas, was in conferring with branch manager Johnny Bachman. . . . Charlie Mincey, booker, 20th-Fox, is back after illness.

Dot Meacham, booker's secretary, Metro, was on vacation at Crescent Beach, S. C. . . . Neil Cashion, Millers Creek Drive-In, was in conferring with Russ Henderson, Theatre Booking Service. . . . Free-Lance Film Corporation will open on Aug. 15 in the Radio City building. Formed by H. B. Meiselman, president, and Walter Powell and George Graves, vice-presidents, will be in charge of distribution of the films in North and South Carolina. . . . Russ Henderson, Theatre Booking Service, and family were on vacation on Crescent Beach, S. C. . . . Louise Burkhead, wife of Bill Burkhead, Observation Company, was in the hospital.

Miss Anita Martin is new secretary at Exhibitor Service.

Charlie Leonard, salesman, Astor, returned from New Haven. . . . Walter Griffith is home after several weeks in the hospital.

Dennis Scruggs, manager, North and South Drive-Ins, Greensboro, N. C., was in conferring with Doc Theimer, general manager, Dixie Drive-In Theatres, North Carolina. . . . Russ Henderson, Theatre Booking Service, completed his new home, and moved in.

E. C. DeBerry, city salesman, Paramount, was on vacation in Florida. . . . Henry Nelson, State, Loris, S. C., and G. C. Butler Aynor, Aynor, S. C., were in conferring with Russ Henderson, Theatre Booking Service, getting ready for the tobacco season.

Claude Simril, trailer department, and Floyd Norman, advertising department, National Screen Service, were on vacation. . . . Wedding bells rang for Lib Thompson, booker's stenographer, Republic and Jimmy Dinkins. They honeymooned in the mountains of North Carolina.

Vera Robinson, cashier, Republic, was vacationing in Florida.

Walter Pinson, office manager, Astor, and family returned after a vacation to Myrtle Beach, S. C. . . . The Rowe Drive-In, Burgaw, N. C., opened. Owner is Roy Rowe, Pender and Rowe, Elizabethtown, N. C.

The Fairview Drive-In, Grifton, N. C., closed.

Seen on Film Row were: P. J. Henn, Henn and Dickey, Murphy, N. C.; C. B.



Dennis O'Keefe recently visited Jacksonville, Fla., while on tour for Paramount's "Passage West," and was met by, left to right, A. C. Lyles, hidden by windshield; Clarence Devers, manager, Normandy Drive-In; George Leonard, the mayor's representative, and Leonard Allen, Paramount special representative.

Roebuck, Hamilton and Williamstown N. C.; Jimmy Highsmith, Trio, Robertsonville, N. C.; Roy Rowe, Pender, Burgaw, N. C. and Rowe, Elizabethtown, N. C.; Ben Strozier, Stevenson and Carolina, Rock Hill, S. C.; Mrs. C. F. Dobson, Barnwell, Blackwell and Williston, S. C.; Arthur Sklar, Gay, Gibsonville, N. C.; Bert and Lou Ram, Patricia, Aiken, S. C., and Sam Bogo, Carolina, Batesburg, S. C.

Memphis

Simplex theatre TV equipment, produced by General Precision Laboratory, was ordered by the 1,000-seat Luciann, operated by Augustine Cinancio, and the 1,050-seat Airway, a Louis Weaver theatre. Malco Theatres had already ordered RCA theatre TV equipment for its 2,682-seat Malco.

At the dinner meeting of the Variety Club, among the special guests were Marc J. Wolf, International Chief Barker, Indianapolis; Colonel Bill McGraw, executive director, Dallas; Wallace Walthall, ceremony master and charter member, Tent 17, Dallas, and John Rowley, Chief Barker, Dallas. The occasion was the induction ceremony of new members. R. L. Bostick, branch manager, National Theatre Supply, is Chief Barker.



Glimpsed in New York City as they recently met to plan aid for the Paramount "Salute to Al Schwalberg" are, from left, Myron Sattler, New York branch manager; Robert J. Rubin, assistant to President Barney Balaban; Henry Randel, New York district head, and G. Bradley, Atlanta branch head.

Alton Sims, head, Memphis booking office, Rowley United Theatres, is back after a tussle with an ear condition. The firm moved offices from the Sterick building to 363 South Third, in the Flexer building. Sims also stated that J. S. Carberry is the new city manager in Little Rock, Ark. He replaces Lloyd Pullen, promoted to district manager.

COLUMBIA—Vacationing were Rebecca Williams, inspectress, and Martha Wilburn, assistant cashier. . . . Booker stenographer Peggy Parrish resigned to join her husband, who is in the navy. . . . Miss Fentress Offenheusle returned to her desk after illness. . . . In booking were: William Elias, Osceola, Ark., and William Ruffin, Sr., Covington, Tenn.

MGM—Jimmy Ely, salesman; Miss Rebecca Scott, contract clerk; Mrs. Elizabeth Mitchell, branch manager secretary, and Miss Lillian Curd, shipper, were on vacation. . . . Miss Amelia Ellis, Mason, Tenn., and Nathan Reece, Covington, Tenn., were in.

U-I—Miss Margaret Irby, biller, and Hilton Bailey, shipper, were on vacation. . . . Frank Owen, booker, returned from vacation in Florida. . . . Jimmy Singleton, Tyronza, Ark.; Paul Myers, Lexington, Miss., and C. A. Gilliland, Cooter, Mo., were in booking. . . . Jeff Williams, salesman, has a new son whom he has named Eric. . . . Juanita King, formerly with U-I and later with Lippert, returned to her old post.

MONOGRAM—Exhibitors in included: Louise Mask, Bolivar, Tenn.; Mrs. Emma Ritter, Camden, Arkansas Drive-In; Harry Harper, Hokum, Mo.; M. L. West, Centerville, Tenn.; Charley Wray, Cushman, Ark., and Gene Thompson, Shirley, Ark.

LIPPERT—Mrs. Cleme Montgomery announced her engagement and approaching marriage to Henry Lewis, formerly with National Theatre Supply and now with Delta Airlines, Atlanta. They will be married on Aug. 30 in Tupelo, Miss., and the bride will transfer her services to the Lippert office in Atlanta. Miss Martha Toombs, with Monogram, will take over Mrs. Montgomery's desk.

WARNERS—Al Rosenberg, home office, was visiting, and John Kirby, division manager, Atlanta, was in. . . . Mrs. Barbara Dorris, office manager-secretary, and Lauraline Carothers, clerk, were vacationing. . . . Visiting exhibitors were Lyle Richmond, Senatobia, Mo.; Bob Lowery, Jonesboro, Ark., and Leon Roundtree, Water Valley, Miss.

RKO—Fred Curd, office manager; Gwyn Garrett, biller, and Alice Kellman, inspectress, were on vacation.

PARAMOUNT—Newell Garrett, booker; Jimmy Smith, shipper, and Ruth Clayton, clerk, were vacationing.

Cecil Vogel, manager, Loew's Palace, vacationed at Owensboro, Ky.

New Orleans

Thelma France, Monogram Southern, was spending her vacation with relatives in Tennessee. . . . Louis Gallo was in on

a rush visit with his representative, J. G. Broggi. . . . Effie Carlisle, Monogram Southern, will spend her leave in Seattle. . . . Gilbert Romero, Gil and McComb, Lafayette, La., did his picture buying and booking while the missus and daughter were shopping.

Paul Shallcross, American Desk and Chair Company, was in after a long trek in the territory. . . . Mr. and Mrs. Rodney Toups were on a pleasure jaunt in old Mexico. . . . Mr. and Mrs. Tom Watson, Jr., took over the reins of the Lyric and Varsity, Ellisville, Miss., while pater and mater were on a pleasure journey. . . . Pete Gauthier, Castle, White Castle, La., was in confabbing with friends. . . . Mrs. Henry Lazarus is home recuperating after a stay in the hospital.

General manager Joseph, Lazarus Theatres, reports that business has improved. The circuit operates the Center, Cinema, Crown, Carver, Coliseum, and Circle.

Mary Clair Francis, Paramount-Gulf booker, packed her western regalia for a pleasure journey to the dude ranch at Gulf Hills, Miss. . . . Newcomers at Dix are Jane Vollenweider, secretary, and Mrs. Gloria Marchand, cashier. . . . Masterpiece Pictures, Inc., will celebrate its first anniversary today (Aug. 1). . . . H. Hargroder, Beverly Drive-In, Hattiesburg, Miss., was seen pow wowing. . . . W. W. Page Circuit will take over the Gem, Hodge, La., on July 31, and rename it the Hodge. Former owner I. A. Funderburk is owner, Fox and Palace, Jonesboro, La., and Strand, Cotton Valley, La.

Joyce Yaeger, Joy Theatres, Inc., and Robert C. Quave, U.S.A.F., were wed on July 21 at St. Leo The Great Catholic Church. The reception was at the Palms Restaurant, Gentilly. The groom is scheduled to leave for overseas. . . . A. L. Randall, Woodville and Centerville, Miss., was in. . . . Mr. and Mrs. I. D. Basham, accompanied by Lee Basham, Jena, La., coowner, Princess, Tullos, La., visited. . . . Earl J. Guidry, Toy, Bourg, La., visited with his buying and booking representative, Russell Callen, Associated Theatres. . . . Christine Hoskins, Joy Theatres, Inc., boarded a train for Arlington, Ky., to attend her grandmother's funeral.

Zeta Lynn, National Screen Service, is doing nicely after an operation at Mercy Hospital. . . . Charles Phillips, Delta, Jonesville, La., was a caller at Lippert. . . . L. E. Lopo and son, Benny, Home, Waterproof, La., stopped to chat with friends after visiting with Janet Cambon, Independent Booking Company. . . . O. O. Rontenot will soon open a theatre in Ferriday, La., with equipment by Ballantyne. Installation is underway by R. L. Johnson, Johnson Theatre Service, Ballantyne's representative.

Jim DeNeve, who recently purchased the Drive-In, Jackson, Miss., from Paramount-Gulf Theatres, Inc., suspended operations for realtering, remodeling, and to have it reequipped with Ballantyne equipment. R. L. Johnson will make

the installations. . . . Mr. and Mrs. Floyd J. Lacey, Joy, Moss Point, Miss., visited Joy Theatres, Inc. . . . Jim DeNeve, Varia Drive-In and Drive-In, Jackson, Miss., was a caller at R. L. Johnson's Theatre Equipment and Service office and Sammy Wright's buying and booking exchange.

Allied of the Gulf States has plans under way for its next board meeting at the Edgewater Gulf Hotel, between Gulfport and Biloxi, Miss., on Aug. 7-8. B. V. "Sheff" Sheffield, Mississippi director, is chairman.

Claire Phillips was in New Orleans in connection with "I Was An American Spy," Saenger. She spoke at the Army and Navy Club luncheon, co-sponsored by the club auxiliary and the Military Order of World Wars, and also addressed the Orleans Club.

Mildred Barr, office manager, Kay, vacationed in Biloxi, Miss. Her birthday celebration on July 19. . . . Mrs. R. H. Muse, Leslie, Denham Springs, La., was among the callers. So were F. G. Pratt, Jr., Vacherie, La.; Harold Dacey, Raceland, La., and C. T. Withers, East End, Baton Rouge, La.

G. Mercer's Sunset Drive-In, Shreveport, La., opened, and the Lake Charles, La., Air Base Theatre opens this week. . . . Milton Dureau boarded the Panama Limited for a visit in Memphis. . . . John J. D'Antoni, manager, Pittman's Rex, Baton Rouge, La., visited.

Mr. and Mrs. L. C. Montgomery postcarded from Hollywood, Cal. . . . Mayor Lew Langlois, New Roads, was in as were Mortimer, Shiell and Olla, Skyvue. . . . R. V. Graber was auditing at Monogram Southern. . . . Mr. and Mrs. Charles Levy and baby daughter visited.

Mr. and Mrs. Harold Cohen motored to Mobile, Ala., calling on their son, at Spring Hill College. . . . John Schaffer returned from a business trip to Houma, La.

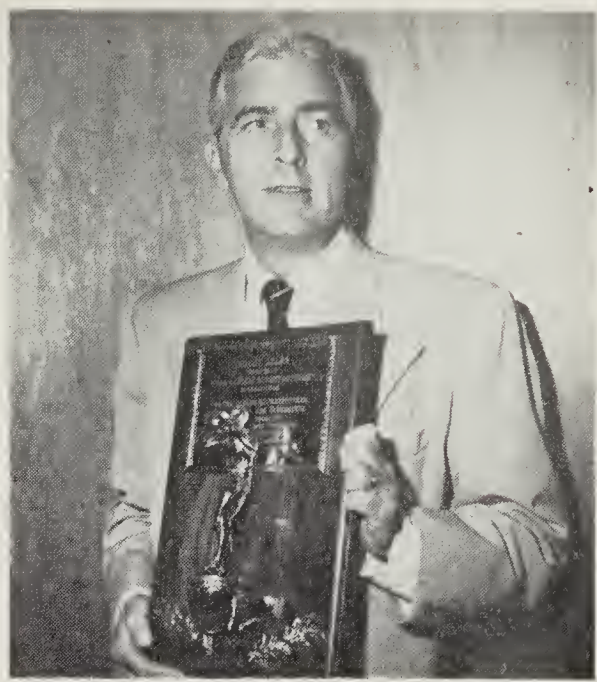
H. B. Millet and Son, Moonlite Drive-In, Pass Christian, Miss., were callers at J. G. Broggi's Exhibitor Service. . . . Valerie Benton is the new secretary to Sammy Wright, Connett Booking Service.

Raymond Gremillion attended the opening of G. H. Mercer's Sunset Drive-In, Shreveport, La., Southeastern Theatre Equipment supplied RCA equipment. . . . Steve Stevans, Masterpiece salesman, was back from a trip.

Dot Pellerin, Republic, is back from vacation, and Henrietta Coig, head inspectress, was looking forward to two weeks of relaxation.

The Joy Theatre, Inc., girls showered bride-to-be Joyce Yeager with linens and lingerie. Bridesmaids-elect Helen England and Jerry Quave did the honors. . . . Joy Houck, enroute home to Shreveport, La., stopped over. . . . Inez Kaul, National Screen Service, was taking it easy for two weeks, and Lois Schneckenberger is back after a two-week leave.

Rene Brunet, Imperial, is still thanking his lucky stars, getting out with



Buddy Adler, producer of Columbia's "The Harlem Globetrotters," holds a plaque recently presented to him on the coast by members of the famed basketball team in appreciation of his work on the film, set for release in the fall.

nary a scratch in a recent automobile collision. . . . Oil is flowing copiously on Bob Zigler's property in Scottsville, on the Tennessee-Kentucky line.

Mrs. F. F. Goodrow accompanied son William and family on their return trip home to San Francisco. . . . Harry E. Thomas, booker, T. E. Solomon's Theatres, made the rounds. . . . John Lester, W. W. Page Circuit, was in.

J. E. Adams, Starlite Drive-In, Laurel, Miss., was in. . . . It's always a camaraderie gathering when Frank Olla, Albany, La.; Charles Lamantia, Lafayette, La.; Curtis Matherne, National Screen Service, and E. G. Drake, Ponchatoula, La., meet.

Bosom pals Ernest Delahaye, Marinquin, La., and O. Gaude, Port Allen, La., were taking time out to chat with other visiting exhibitors. . . . Kenneth Giddens was back in harness after a recent appendectomy, making the rounds with his manager, W. E. Limroth. . . . J. R. Cullpepper's Citronelle Drive-In, Citronelle, Ala., opened. . . . The Gay Drive-In, Vivian, La., formerly serviced out of Dallas, was transferred to this territory. William Hagwell is the owner, and J. G. Broggi buys and books. . . . Manager George Pabst, United Artists, returned from Nash-



Gary Merrill and his wife, Bette Davis, are shown in New York City as they recently returned from England following completion of "Another Man's Poison," which is soon to be released by UA.

ville, Tenn., Memphis, and Atlanta. . . . Roy Pfeiffer, Istrouma, Baton Rouge, La., was seen hobnobbing with friends.

R. J. Nicaud, Lippert salesman, was on a trek in central Mississippi. . . . Don Kay, road showman, back after special exploitation showings in Louisiana, Texas, and Arkansas, was sidewalk chatting with fellow roadshowman Bob Hargroder, Dallas.

Henry Smith, National Theatre Supply, and the missus, Exhibitors Poster Exchange, were at work again after vacationing in Bay St. Louis, Miss.

M. F. Welsh, Welsh, Franklinton, La., made the rounds, so did George Conrad, Dixie, Thibodeaux, La., who also dropped in at Independent Booking Service to chat with Janet Cambon. . . . Glimpsel was Uncle Bob Molzon, Norco, La., exasperated with the heat, yet cheerfully greeting fellow industryites.

Nick Lamantia, Bogalusa, La., was in for a brief visit.

Drive-In owners visiting were: Mortimer, Shiel, and Ollah, Skyvue, Gentilly, and Downman Road, the latter accompanied by his house guests, Mr. and Mrs. Charles Racz, Hammond, Ind.; William Shiel, Marero Drive-In, Marrero, La.; Frank Francois, Algiers Drive-In, Algiers, La.; Ernest Landache, Beach Drive-In, Biloxi, Miss., and G. R. Moody, Meridian Drive-In, Meridian, Miss.

H. Solomon, Columbia and Tylertown, Miss., shopped for supplies after calling on his buying and booking representative, Theatres Service Company.

Hector Naquin, Breau Bridge and Cecilia, was in to arrange his monthly bookings.

H. J. Ballam, Hodges Theatre Supply, returned from an equipment inspection and service trip in the Hub City. . . . Mr. and Mrs. Salvatore "Toto" Giuffre and daughter Janet, will soon leave for a visit with the former's sister in Gotham. "Toto" is one of Film Row's trail blazers. He is now with the Skyvue Drive-In.

Mr. and Mrs. Clarence Thomasie, Gay, Harvey, La., are back from a pleasure jaunt which covered 3700 miles of Canada, New York, and Philadelphia. . . . Roy Prewitt, formerly with American Desk and Chair Company, Atlanta, is now traveling representative for Exhibitors Poster Exchange in the territory.

William Prewitt, Jr., pilot, American Desk and Chair Company, Temple, Tex., visited. For years he was head of Associated Theatres and one of the organizers of Allied Theatre Owners of Gulf State.

Lawrence Anderson's new 400-seater, the Lincoln, Palmer's Crossing, Miss., opened. Russell Callen, Associated Theatres, is his film buying and booking agent. . . . Mr. and Mrs. Claude Darce



In Hollywood, Gene Nelson, right, receives the Hollywood Foreign Correspondents Association "Golden Globe" from Finnish correspondent Richard Nivala after he was acclaimed the "best newcomer of 1950" for his WB work.

and mother, Opera House, Franklin, La., visited.

Arkansas Little Rock

The Joy-Rex changed hands and name. Roy Cochran, Ju-Roy, North Little Rock, leased the Joy-Rex from Joy Theatres, Inc., and announced the name would be changed to the Main. Clark Childers will be manager.

Florida Lake Worth

Lake manager Dudley Dickson lost an argument to Lake Worth ladies over a poster for "Manon." Dickson claimed it was "art," but bowed to the opinion of the ladies, who said it was "outrageous" and other things.

Miami

George Bolden, booking and publicity man, Claughton Theatres, was on vacation. . . . Also holidaying was Mary Baucino, secretary to Claughton general manager A. W. Corbett. . . . Roy Williams, formerly from the Fort Lauderdale, Fla., area, is now managing the Cinema. . . . Manager Gordon Spradley, Lincoln, and manager Flynn Stubblefield, Town, offered free admittance to Purple Heart veterans during the showing of "I Was An American Spy." . . . Some staff changes recently included Frank Ehrlich, assistant, Embassy; B. P. Sharpless, assistant, Coral; David Gridley, manager, Royal, and Robert Perry, managing the Hialeah.

Louisiana Shreveport

Mrs. Claire Phillips Clavier, appeared at the Strand for three days in connection with "I Was An American Spy." Those who welcomed the distinguished woman were Acting Mayor John McW. Ford, Ben Cook, commander, Veterans of Foreign Wars; Dr. E. L. Ford, Centenary College, and Arthur Hearne, acting manager, Strand, while Ben Bicknell, manager, was on vacation. Mrs. Phillips made a personal appearance.

The new Sunset Drive-In, owned by G. H. Mercer, who also owns the Grove, was opened.

Mississippi Jackson

Paramount-Gulf Theatres closed the Majestic.

North Carolina Durham

The Center awarded the prizes at the annual city-wide horseshoe tournament conducted at the Forest Hills Club under the sponsorship of the City Recreation Department.

Douglas Norton, manager, Astor, was sentenced to six months on the roads for giving a worthless check, and promptly appealed the verdict. The charge against him was brought by J. K. Lee, who testified that he, Norton, and a third party formed a partnership to buy film rights from a New York distributor house early this year. Lee said the partnership was formed with the understanding that each of the three members could contribute \$500 of the \$1,500 cost of the enterprise. He said he footed the entire bill, and accepted checks from Norton and the third partner, but that Norton's check, written on April 1 and dated on June 1, was not honored by the bank when it was presented for cashing. Sentence in the case was pronounced by Recorder's Court Judge A. R. Wilson, who ordered Norton to post a \$500 appearance bond after he appealed to Superior Court.

High Point

Thieves broke into the Ritz, Negro theatre, and set fire to some papers in the office after breaking open the safe, and getting away with only \$25. The thieves entered the office by battering a hole in the door, and manager Thomas Bennett said he believed they were chagrined to find only \$25 in the safe after chiseling it open and that they set fire to some records in the safe out of spite. Also burned was an attachment for the public address system as well as chewing gum, cleaning cloths, and a wiring blueprint.

Thomasville

The Ministerial Association asked City Council to suspend action permitting Sunday movies until a public hearing can be held to allow opposition to the Council's action to be heard. The ministers said they're more concerned about the procedure the Council used in lifting the Sunday movie ban than they were about whether or not movies on Sunday are wrong, but said at the same time that they believed "that the opening of the theatres on Sunday is a further desecration of the Lord's Day, and that it can be justified neither by the petitioner's desire for more revenue nor by appeals to desecrations." City Council on July 19 unanimously repealed an ordinance prohibiting Sunday movies at the request of S. T. Stoker, representing theatre interests; and the ministers, who had expressed written opposition to the proposal, said they were not given a chance to be heard on the matter, and that the action was taken without advance warning.

NEWS OF THE

Territory

Chicago

Herman F. Winter, 67, Lincoln projectionist, Belleville, Ill., passed on. . . . Indictments brought the Federal grand jury against outdoor owners on a price-fixing charge, will come up for answers on Sept. 20 in Federal Judge Barnes' court.

Joe McKinley, former operator, Lyceum, Terre Haute, Ind., acquired the Rex, Montezuma, Ind.

When last heard from, Eddie Jovan, who had been assistant to his father, James Jovan, Monroe owner, was fighting around the 38th parallel in Korea. . . . James C. Keefe resigned as manager, Paramount and Rialto, Hamilton, O., to become an executive with the Louis Wiethe Circuit. . . . The State, Lawrenceville, Ill., is planning improvements. . . . Harold Lamb bought the Logan, Logan, Ia., from Glen Partlow.

The Cosmo increased admissions by five cents to 65 cents evenings and 44 cents, matinees. . . . Carl Heyl, booker; Dick Beck, theatre contacts, and Chris De Mos, who retired from the Warner Circuit, were given a farewell party by their associates. John Feld, Cosmo, was head of a committee which presented gifts. De Mos was named manager, Jimmy Coston's Jeffery. . . . The Stratford admitted children for nine cents at matinees.

Louis Udwin, Plaza manager, had his eyes on Wisconsin for fishing during his vacation. . . . Ken Prickett, 66 Drive-In general manager, advertises through radio broadcasts from the theatre. . . . Maurice Abrams was made new president, Cinema Lodge, B'nai B'rith.

Amateur thieves hid in the Lakeside until after closing, and then ransacked the theatre.

Joseph J. Jacobson bought the Garden, Davenport, Ia., from Tri-States Theatre, and renamed it the New Garden.

Ansel Frank is new night manager, Astor. . . . Clyde Shade, Franklin, Neb., bought the Dodge, Fort Dodge, Ia.

The Sunset Drive-In, Skokie, Ill., which won the right to build after a long court fight with the village, was formally opened. Raymond Marks and Bob Jerome are the owners. . . . Jack Clark was appointed by Illinois Allied directors to survey the independent the-

atre field for best selections for TV installations.

The New Garden Theatre Company filed incorporation papers in Davenport, Ia., with Joe Jacobson, Davenport, president, and Earl Lehman, Des Moines, treasurer.

Independent exhibitors were warned to be cautious in the purchase of large screen television equipment in a letter received by Jack Kirsch, Illinois Allied president, from Truman Rembusch, National Allied president.

Dallas

Patsy Patrick, secretary to J. A. Prichard, division manager, Monogram, left to be married. . . . Whit Boyd, Lippert, left on his vacation in Lake Murray, close to Ardmore, Okla. . . . Joe Beckham, salesman, and Mary Haney, both with Columbia were married at, the First Christian Church, Cleburne, Tex. Beckham also owns and operates a theatre in Grandview, Tex.

Harry Colburn, auditor, arrived at Columbia. . . . LeRoy Whittington, business manager, Film Exchange Employees Union F153, and head booker, Metro, said approximately 20 union members and guests enjoyed themselves at the annual union picnic in Vickery Park.

State exhibitors seen along Film Row were: Bob Curtis, Capitol, Meridian; Rubin Frels, Uptown, Victoria; Johnnie Blocker, Bordertown Drive-In, El Paso; Lee Wells, Star, Rising Star; Skeet Nor-etet, Sky-Vue Drive-In, Lamesa; Charles Tigner, Hi-Y Drive-In, Conroe; Joe L. Love, Palace, Snyder; Bob Clemmons, Liberty, Fort Worth; C. C. Simmons, Plaza, Denton; Mr. and Mrs. E. W. Capps and Joe, Hi-Ho Drive-In, Gainesville; Mr. and Mrs. H. H. Stroud, Strand, Hamilton; Gidney Talley, Talley Enterprises, San Antonio; Carl Tanner, Roxy, Houston, and Bill Eiland, Mount Vue Drive-In, Ruidoso, N. M.

Albert Rains, shipper, RKO, had a new arrival, a baby girl. . . . Dan Hulse, Jr., and Ray Wild, Jr., both members of Film Row's softball team, began working in the shipping department at RKO. . . . Tom Guinan, home office representative, was in making his routine checkup of RKO.

Herald "Cus" Goodman and Robert "Georgia Slim" Rutland finished opening circuit shows. On the strength of boxoffice returns and audience reaction, Goodman and Rutland received several nice letters from exhibitors.

S. M. Sachs, branch manager, RKO, really has something of which to be proud, a new office. Mahogany wall

paneling gives it a warm and friendly feeling. . . . Ray Wild, RKO, reported that C. J. Wheeler was in the Parkland Hospital recuperating from surgery.

Nationwide Pictures, distributing the Bell Telephone shorts in the entire southeastern area, recently added six new subjects to their recent series. These pictures will be released on a gratis basis to theatres in Texas, Oklahoma, and Arkansas, in the same manner as the others.

Ernest P. Herber, Herber Brothers, went to Montague, Fla., recently to help Marvin London complete his new drive-in. London is moving his indoor theatre out-of-doors, and will move back inside when winter comes.

Dan Hulse, Jr., and Bill Wood hit one home run each in the last Film Row soft ball game against the Simmons Bed Company. Film Row took the game, 6-4.

Harvey A. Jordan, contractor and theatre builder, was married to Irma-gene Watts Doak, Oklahoma City, in the Baker Hotel. Members of the wedding party were: matron of honor, Bertha Lupton, and best man, Bob Hartgrove.

Mr. and Mrs. L. N. Crim, Sr., were in Colorado enjoying a pleasant vacation. . . . Bill Lewis and Bob Hartgrove rethrned from a business trip to Oklahoma City. . . . L. N. Crim, Jr., spent a few days in New Orleans. . . . Lee Sherron, Monogram, was moved from head shipper to the booking department.

Charles E. Darden, Darden Popcorn Company, chairman, Variety Club membership committee, announced that the following new members will be inducted: Eddie Zimmerman, manager, Cipango Club, Dallas; Frank Junell, KEYL, San Antonio, Tex., and Walter Nass, Theatre Premium Advertising Company, Dallas.

Jerry Silver, Grand Prairie, who is also a semi-professional aqua comedian, took time off to appear in the new Nationwide Pictures film, "Remember." . . . Lloyd Rust has taken over the Urban, Urbandale, Tex., and has installed new chairs. He is building a new concession and popcorn stand and other improvements. Rust formerly owned theatres in Oak Cliff, Tex., with Gene Autry.

Joseph Aronoff, 73, retired theatre owner, died after an illness of several years. He had lived in Dallas for 60 years, and at the turn of the century owned the Strand, the second motion picture house in Dallas. He had retired about 10 years ago. . . . In Texas City, Tex., Bob Yancy took over as new manager, Showboat, succeeding Shelby Bourne, resigned.

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Denver

Charles Einfeld, vice-president, 20th-Fox, in charge of advertising and publicity, spoke before a room packed with Fox Intermountain Theatre Company personnel, and invited independent exhibitors. Einfeld came to Denver to address the 22nd annual convention of Fox Intermountain at the invitation of Frank H. Ricketson, Jr., company president, who introduced Einfeld. The convention lasted three days, with most of the time being given over to divisional and district matters.

Tillie Chalk, office manager, Paramount, took a week off on the occasion of marking her 30th week with the company. . . . Ray and Herbert Johnson opened their \$60,000 400-car Drive-In, Silver City, N. M.

Bert Friedlob's production "A Millionaire For Christy," was shown in the chambers of the State Capitol in a command performance from Governor Dan Thornton, at the same time as stars Fred MacMurray and Eleanor Parker were in the city.

Howard Metzgar, formerly United Artists salesman, is now booking and selling for Lippert. . . . John Allen, division manager, Dallas, and William Levine, home office representative, Metro, were in calling on the circuits and conferring with Henry Friedel, branch manager.

Des Moines

H. D. Grove, district manager, Davenport, Ia., for Tri-States Theatre Corporation, announced a series of changes. Horace Spencer, manager, Esquire, Davenport, has been named manager, LeClaire, Moline, Ill., succeeding Roy T. Hill, resigned. Byron Waltz, Jr., Rocket, Rock Island, Ill., will take over the Esquire. David Kerr, former manager, Garden, Davenport, and with the marines for the past year, moves in as manager, Rocket. . . . Hal Malone, student manager, Paramount, has been appointed manager, Uptown, succeeding Maurice Donahue, resigned.

S. N. Fangman, manager, Boone, Ia., theatres for Central States Theatre Corporation for the last 20 years, has been named assistant district manager, with headquarters at Fremont, Neb. He will also serve as city manager for the two houses at Fremont. Fangman started his theatre career as manager, Fremont in 1926.

The Watson, Graettinger, Ia., has been closed indefinitely for repairs. . . . The Variety Club held a dinner dance at the Standard Club. . . . Irwin Goodwin, shipper, RKO, was married recently.

Kansas City

Bernie Evans, MGM field press representative, was back after a trip to Plattsburg, N. Y., to visit his mother. . . . Harold Lyon, Paramount manager, was on vacation.

Theatre men of the flooded areas were surveying their damages following the disaster. Hard hit were houses of the

Commonwealth Circuit, Durwood Circuit, Fox Midwest, Theatre Enterprises, Inc., and Dickinson Circuits, along with the independents. Affected were the Riverside Drive-In, North Kansas City, Mo.; Wareham, State, Carlton, and Skyview Drive-In, Manhattan, Kans.; Peoples, Chanute, Kans.; Skylark Drive-In, Jefferson City, Mo.; Plaza and Webster, Ottawa, Kans.; Oakland, Topeka, Kans.; Royal, Salina, Kans.; Kaw, Marion, Kans.; Plaza, Burlington, Kans.; Princess and Kaw, North Topeka, Kans.; Webb Drive-In and Midway Drive-In, Junction City, Kans.; Osawa, Osakatomia, Kans., and Osage, Park, and Kansas, Kansas City, Kans., among others.

Los Angeles

Film salesmen at the PCCITO convention at Delmar, Cal., weren't even taking time out for a swim. Alex Cooperman, Lux; Roy Reed, Astor; Dan Sonney, Sonney Enterprises, and major exchange managers, were all in there pitching. . . . Eddie Barison, Cinema Distributors, enjoying a vacation at Lake Tahoe, now that his Girl Friday, Molly Singer, is back from a three-week jaunt to Montreal and New York. . . . Dick and Phyllis Kay, Arkay Enterprises, are proud parents of a lovely baby boy, Jamie. . . . Everett Sharp, head booker, FWC, returned from Tahoe and Reno, Nev., visiting the San Francisco offices. . . . Anita Goetzman, personal secretary to Charles Skouras, moved into her new home in North Hollywood. . . . Jim Hunter is no longer with his dad at Gilboy, film shippers. . . . Dorothy Figoten Rawitz, former secretary to Ev Sharp, head booker, FWC, delivered a baby boy at Queen of the Angels Hospital. . . . The annual testimonial and award dinner of the LAMPS, Los Angeles Motion Picture Salesmen, was held at Eaton's Rancho, Studio City. Present were: Michael O'Shea, Virginia Mayo, "Queen of the LAMPS"; President Eddie Bracken, and Chill Wills. Gifts and awards were presented for outstanding effort in behalf of the LAMPS "Laff Parade of 1951." Bill Hendricks, WB publicity, was presented with a sterling silver cigarette lighter; Bracken received a gold pencil, and Ronald Reagan received a sterling silver cigarette case by proxy. . . . Carl Miller, former U-I salesman, is now with the Warner exchange in Portland.

Henry Slater, Warner salesman, is retiring to look after his theatre interests in Chula Vista, Cal. . . . Bill Wasserman, formerly with ELC, is now booking for Roy Dixon. . . . Ben Taylor moved over to Lippert as salesman. . . . Francis Bateman, Republic district manager, broke two bones in his wrist. . . . Marilyn Krauthamer, Astor, was week-ending at lovely Idyllwild, Cal.

Visitors on Film Row were Bud Condon, Mount Vernon Drive-In, San Bernardino, Cal.; Dick McKay and George Aurelius, Arizona Paramount; Claire Allison, Wilshire, Fullerton, Cal., and Fredric Danz, Sterling Theatres, Seattle, attending the convention and booking and buying. . . . Fred

Mercy, Jr., First National Theatres, Yakima, Wash., was visiting. . . . Roy Evans, FWC booker, returned from a fishing vacation in Mexico. . . . A beautiful modern 1,000-seat theatre will be opened by Fox West Coast on Aug. 16. Located in Los Angeles on Sepulveda Boulevard, Stan Brown, district manager, is in charge of opening ceremonies.

The highlight of the softball season hit Film Row in the "Not Long For This World Series" between branch and district managers vs. film salesmen, with the playoff at the Roxbury diamond. Every exchange was well represented. Tentative lineups were: managers, "Sunny Jim" Velde, UA, first base; "Matzo Ball" McCarthy, Monogram, second base; "Crazy Legs" Carnegie, UA, shortstop; "Hot Corner" Taylor, third base; "Bowlegs" Bowman, U-I, short field; "Canvasback" Carmichael, Paramount, left field; "Dizzy" Dowd, Republic, center field; "Hopalong" Harrison, 20th-Fox, right field; "Evil Eye" Evidon, Columbia catcher, and "Lippy Leo" Lefcourt, UA, pitcher, and, salesmen: "Schmaltz" Persell, Columbia, first base; "Joitin' Jules" Needleman, Columbia, second base; "Ki Ki" Katz, Republic, shortstop; "King Kong" Cobb, RKO, third base; "Larrupin" Berkowitz, MGM, short field; "Lover Boy" Gerson, Monogram, left field; "Twinkletoes" Anderson, 20th-Fox, center field; "Velvet Fog" Gillin, U-I, right field; "Available" Ashkins, RKO, catcher, and "Pa Kettle" Drum, UA, pitcher. Reserves included "Fearless Fred" Greenberg, Warners; "Spider" Sudman, 20th-Fox; "Kreplach" Charack, Lippert; "Hot Rod" Harry Levinson, RKO; "Termite" Bateman, UA, "Horses" Hoss, U-I, and "Little Poison" Factor, Paramount. Umpires were to be "Seeing Eye" Solomon, Monogram; "Just Blind Bill" Warner, UA, and "Mislead" Milton Smith, Exhib.

Milwaukee

John McKay, Lake Theatres, Inc., now operating the Lake, Pewaukee, Wis., purchased the Vilas and Eagle buildings at Eagle River, Wis. The property also includes five apartments, six stores, a bowling alley, and a bar. The theatre operations will be taken over next summer. This is to be the nucleus of a new theatre circuit.

A flash flood at Darlington, Wis., caused the water to rise to seat level in the Town, operated by Unity Theatres Management Company. The theatre was closed for two days. About three years ago, a similar flood caused damage.

Johnny Mednikow, National Screen Service, lost 15 pounds during the period his head shipper, Harold Peterson, was on vacation. . . . Theatres Candy Company recently installed a new vending unit in a recessed area of the Plaza, Burlington, Wis. . . . Oscar Olson, business manager, projectionists' union, took a vacation.

A list of motion pictures scheduled to be televised locally is to be given the Milwaukee Motion Picture Commission,

according to Walter J. Damm, general manager, WTMJ-TV. The commission had written the station, pointing out that some of the movies broadcast over TV had been deleted as to scenes and dialog when they were shown in local theatres.

Bill Saeger, booker, Unity Theatres, spent his vacation at Elcho, Wis., while brother, Dick, took over his duties as well as his own. Dorothy Larson, also on the Unity Theatres staff, drove to Colorado for a vacation.

Francis was a recent visitor in connection with "Francis Goes To The Races." While here, Francis obtained a marriage license on the courthouse steps from County Clerk George F. Breitbach, with "Miss Forelegs of 1951," who did not appear, but is known to live on the Joy Farms. The press agents for "Francis Goes To The Races" scheduled a bachelor's farewell party and a wedding ceremony on the stage of the Palace.

Jack Fackman, branch manager, Republic, was host at a cocktail party at which Rex Allen was guest of honor. Allen was on a personal appearance tour of Wisconsin cities. . . . Andy Spheeris, Towne, spent a week in New York. . . . Larry Beltz, Wausau, Wis., was in on a buying and booking trip. . . . Mrs. Jean Koenigsberg, book-keeping machine operator, left Warner exchange.

Tony La Porte, Avalon, has been named chairman of the annual state convention of AITO by Ben Marcus, president. It will be held at the Schroeder Hotel on Dec. 10, 11, and 12. Eddie Johnson, Roosevelt, will again have the chairmanship of the program book and displays.

Minneapolis

Pleading guilty to being one of three robbers who took part in the holdup of Radio City, Peter Dounias, 33, Chicago, was sentenced to five to 40 years in Stillwater, Minn., prison.

Einar Banks pulled out of Theatre Associates, and is doing his own buying and booking for the Rialto, St. Charles, Minn. . . . C. D. Field closed the Nugget, Fairchild, Wis. . . . Fred Rainele completed remodeling the Itaska, Keewatin, Minn. . . . Helen Baker, book-keeper, NSS, vacationed in California and on the west coast. . . . Gib Esterly, Paramount head shipper, vacationed at Gull Lake in northern Minnesota.

Catherine Staak, 36, manager, Oaskaloosa, Ia., drive-in, was killed when her car went off the road. . . . Lloyd Morgan purchased the State, Huron, S. D., from March Brothers, and is managing the house.

Pat Delton, 20th-Fox district manager's secretary, vacationed in Montana. . . . Chick Evans, 20th-Fox exploiter, was in from Kansas City for "The Secret of Convict Lake." . . . Verne Yocum, U-I booker, vacationed in southern Minnesota and Wisconsin. . . . Julia Proctor, NSS assistant shipper, is recovering from an operation.

Casper Chouinard, formerly UA branch manager in Milwaukee, is now a salesman for Paramount in northern Minnesota. . . . Charles J. Feldman, U-I domestic sales manager, and Mannie Gottlieb, Midwest district manager, were fishing at Lake of the Woods, Canada. . . . Ralph Pielow, Jr., 20th Fox branch manager, was out in the territory. . . . Alice Keanley, booker, NSS, vacationed in Milwaukee and Chicago.

Omaha

Charles B. Coffman was appointed UA salesman, replacing Larry Hensler, who resinged to operate a children's amusement park in Texas.

John Weiss was named Monogram office manager.

The Military is being managed by G. N. Fleming. Colonel Tuttle, who had been handling it, is now city defense chief.

Special brochures on the highly successful campaign for "As Young As You Feel" used by the Stuart, Lincoln, Neb., were mailed by 20th Century-Fox to exhibitors throughout the country. Arranged by Ted Butterfield, city manager, Cooper Foundation Theatres, Lincoln, the model campaign had the whole city talking before its playdate. Features included beauty clinics on the theatre stage, mysterious newspaper teaser ads, free milk at each afternoon engagement of the film, a tieup with travel bureaus, and the extensive use of 500 jumbo-size window streamers, novelty heralds, and sidewalk stencils.

Portland

Walter Brennan, Joseph, Ore., "Citizen of 1950," was making an air tour of one night stands for "Chief Joseph Days." . . . Interviewed on KEX, Francis X. Bushman helped exploit "David and Bathsheba." . . . J. E. James, manager, Circle and Capitol, warned against counterfeit bills.

Robert H. Anderson, for past 18 months city manager, John Hamrick Theatres, and a specialist in communications, left for service in the air force. Virgil Faulkner succeeds Anderson as city manager.

St. Louis

In Belleville, Ill., the St. Clair County Board of Supervisors referred to its judiciary committee resolutions seeking to impose a \$1,000 per year license fee on drive-ins and to deny such licenses to a drive-in that discriminates as to patrons on a basis of color or race.

In Centralia, Ill., Circuit Judge F. D. Dove, Carlyle, Ill., had under advisement the suit of the owners of the Centralia Drive-In for a permanent injunction against projectionists in connection with picketing activities at the drive-in since the opening of the 1951 season. In the meantime the union has been permitted to continue picketing on a restricted and peaceful basis.

In Pacific, Mo., Masonic funeral services were conducted for Lorenz A. Leber, coowner, 500-seat Royal. Leber followed in death by less than a month Henry W. Hirth, his brother-in-law and business associate for some 30 years. Hirth's son, Kenneth Hirth, has continued the operation of the theatre.

In St. Charles, Mo., pickets set up by a projectionists' union have been appearing in front of the St. Charles Drive-In. A spokesman for the theatre stated that no demand had ever been made on the St. Charles Drive-In Theatre Company.

In Edinburg, Ill., Les A. Campbell, Rockford, Ill., secured a five-year lease on the Rio from Albert Vetter, Springfield, Ill. The theatre, closed since December, reopened under Campbell's management operating on a seven-day-week basis.

In Dexter, Mo., the Gem, operated by Charles H. Weeks, Jr., closed for extensive remodeling, repairs, etc. In the meantime, Weeks is continuing operation of his Weeks.

In Warrenton, Mo., the Vita has been sold by William T. Zimmerman to A. C. Wooten, part-owner, Tiger, Columbia, Mo. Zimmerman also is owner of the Moto-Vu Drive-In.

Lou Menges, owner, Esquire, East St. Louis, Ill., under lease to the Frisina Amusement Company, Springfield, Ill., planned in to attend the funeral of Tommy Tobin. Menges, Charles Goldman, and John B. Giachetto, managing director and executive secretary, Frisina Amusement Company, were the film men who served as pallbearers.

Lippert is reported to have taken a lease on the former Eagle Lion Classics exchange. Lippert pictures have been handled here for many months by Screen Guild on a franchise basis.

In Robinson, Ill., Joe Hewitt, veteran exhibitor, was critically ill in a hospital there. Hewitt leased his theatres to the Frisina Amusement Company some years ago.

Bernie Palmer, booker-buyer, Columbia Amusement Company, Paducah, Ky., was a visitor. Other out-of-towners seen included: John Rees, Wellsville, Mo.; Harry Blount, Potosi, Mo.; Buzz Magarian, East St. Louis; Charley Beninati, Carlyle, Ill.; Joe Goldfarb, Alton, Ill.; Marc Steinberg, East Alton, Ill., and Tom Bloomer, Belleville, Ill.

A near tornado struck the vicinity of Carmi, Ill., and blew down the screen of the 460 Drive-In operated by Bertis P. Williams, Carmi, and S. R. Stanley, Crossville, Ill.

Frances Hoffman, city booker, MGM, went to Florida for her vacation.

In Jacksonville, Ill., the Majestic, 500-seater, Fox Midwest, was being used for a series of Sunday lectures.

San Antonio

William C. Rau, formerly with Paramount, is now booking pictures for the Venus, Victoria, Tex., owned and operated by Pete Stollis. . . . H. R. Riley is the new owner, Kelly Drive-In, formerly operated by the Statewide Drive-In Theatres. F. Herweck is manager. . . . Gidney Talley, head, Talley Enterprises, has formed Sentry Productions, and is making television commercials.

Mr. and Mrs. Frank Benson, purchased the Texan, Ritz, and Majestic, Bowie, Tex. Benson was formerly part owner-manager, Majestic and Ritz. The purchase was made from J. H. and L. D. Lutzer and Jerry Stout. Benson had previously sold the Majestic and Ritz to Stout. Charles Gower has been released as manager of the three houses. Benson lowered the children's admission rate to nine cents.

Charles Carden, assistant to Frank Weatherford, city manager, Interstate, Fort Worth, Tex., has been named executive director for the Council of Motion Picture Organization in which the 1,200 theatres in Texas will join forces to bring patrons back into Texas theatres.

G. J. Ebier will conduct a bathing beauty contest at the King Drive-In, San Marcos, Tex.

Salt Lake City

The Park Vue Drive-In reported the theft of speakers. . . . Huish-Gilhooll Theatres announced that five houses have been sold. The most recent sales were the Huish and Lyric, Richfield, Utah, to Mr. and Mrs. Van Anderson, Salina, Utah.

Francis X. Bushman was in connection with "David and Bathsheba." He appeared at Kingsbury Hall, University of Utah, and was a guest at a dinner at Congregation Montflore. He also addressed the Salt Lake City Commission, and was a guest at a public open house at the Daughters of the Utah Pioneers Memorial Building.

The annual "Pioneer Days" celebration was officially launched with the western premiere of "That's My Boy." Mayor Earl J. Glade led a procession of local notables, city and state officials, and Hollywood stars to the Utah. The occasion was highlighted by personal appearances of Polly Bergen, Marion Marshall, and Eddie Mayehoff. Veteran screen actor William Demarest was master of ceremonies for the Hollywood troupe.

Fire engines rushed to the Lyric when fire broke out in the candy supply room. Damage was confined to supplies. Assistant Fire Chief Al Thompson said the blaze apparently was started by a carelessly thrown cigarette. Smoke from the burning cardboard was caught up in the theatre's ventilating fan, and smoke odors reached the audience. Theatre officials emptied the theatre without panic, and entertainment was restored almost immediately.

San Francisco

Manager Syufy's Lanai, Crockett, Cal., opened after several months' delay due to the National Production Authority's tightening up on essential materials.

Arthur L. Mayer, executive vice-president, COMPO, was due in to talk COMPO to exhibitors at a Variety Club luncheon on July 30. Mayer was to talk with exhibitors in Portland, Seattle, and Salt Lake City.

At a meeting of the California Theatres Association, members voiced the desire to have Arthur Mayer discuss mutual problems with exhibitors. . . . The board of the California Theatres Association and Affiliated Industries Inc., reelected four of its officers, L. S. Hamm, president, West Side Theatres; Ben Levin, first vice-president, General Theatrical; Jerry Zigmond, second vice-president, United-Paramount, and Graham Kislingbury, secretary, North Coast Theatres. The new officer chosen was Boyd Sparrow, manager, Loew's Warfield, who takes over as treasurer, replacing Harry Franklin who retired. The board also approved reappointment of Hulda McGinn as public relations representative and Charles M. Thall as executive manager.

Vacationers were Anne McFadden and Ione Barrett, 20th-Fox; Viola Knapp, inspectress, MGM and National Screen Service executive Emil Davis.

Shipper George Schaeffer returned to MGM after undergoing surgery. Ted Galanter, MGM publicist, was in Seattle working on "Show Boat." . . . Josephine Baker took San Francisco by storm, and Bill Blake, Golden Gate ace publicist, was keeping the airways and newspapers full of La Baker.

Francis X. Bushman's cross-country junket to publicize 20th Century-Fox's "David and Bathsheba," originated with a press luncheon at the St. Francis Hotel. The three-day campaign included talks before all women's clubs as well as meetings and showings of slides from the film. Radio and TV appearances were held in addition to Bushman's guest-of-honor talk before the Advertising Club and his being judge of San Francisco's "Apparel City Miss Saleslady of 1951."

Richard Mann, son of George Mann, president, Theatre Service Agency, for the past five years has spent his summer and school vacations working in theatres throughout the circuit. At the age of 14, he was a projectionist, and this year he is relieving managers for their vacations. A Stanford University sophomore, he and his sister, Pidgie, also a student at Stanford, are life members of the California Scholarship Federation.

Paramount personnel contributed 40 per cent more than last year to the United Cerebral Palsy Fund. At a meeting called by sales manager Robert Clark, Neal East, Paramount manager

and regional distributor chairman of the fund, outlined the committee's activities.

Cliff Giessman, former district manager for George Mann's Redwood Theatres, resigned. He has been replaced by Louie Vaughn, former manager, Modesto Drive-In, owned by Robert Lippert and George Mann, at Salida, Cal. Vaughn holds the record of being the oldest man in years of service with the Lippert organization. Giessman, before indentifying himself with Mann, was East Bay district manager, Blumfeld Theatres.

Seattle

Francis X. Bushman had a busy schedule on his visit to spread the word about "David and Bathsheba."

Mrs. Eldon Pollock, Jr., wife of the widely-known Northwest theatre owner and exhibitor, died in Mt. Vernon, Wash. She is survived by her husband and three children.

Carroll Barney, Arlington, Arlington, Wash., returned after two weeks in a Seattle hospital due to a heart condition. . . . Madge Spear, wife of Jean Spear, salesman, Warners, was in Doctors' Hospital recuperating from an operation. . . . Barbara Gove Sand, secretary to Will J. Conner, executive vice-president of Hamrick Theatres returned after a honeymoon in Canada. . . . Virginia Clarke, secretary to Hohn Hamrick, left on vacation. . . . Paramount staged a big invitational preview of "A Place In The Sun" at the Egyptian. . . . Ed Cruea, Monogram manager, returned from a swing through the Olympic peninsula.

Harry Blatt, U-I salesman, made a flying trip to Chicago to attend the executive board meeting of the Colosseum. . . . Rev Nissen, former U-I salesman in Seattle, now with 20th Century-Fox out of San Francisco, was married in Las Vegas, Nev. . . . W. B. McDonald, Olympia, Wash., exhibitor, left with a party of friends on his cruiser for a fishing trip. . . . Margaret Colasurdo, 20th Century-Fox, entertained the girls of the office at a dinner at the home of her uncle and aunt. . . . Max Burcutt, Warner exploitation, was here setting the campaign for "On Moonlight Bay," and Ted Gallanter was up from San Francisco on MGM's "Show Boat."

Among the vacationists were: Irene Monroe, inspectress, Warners, left for Canada; Donna Flynn, Warner cashier, for California; Jerome Perry Sterling, ad artist, for the Olympic mountains; Willard Coghlan, Hamrick director of advertising, for Orcas Island; Bess Rogers, Paramount booker's secretary; Rhoda Hodkeson, boxoffice clerk, Warners; Craig Turner, assistant booker, Warners, and Dan Redden, manager, Blue Mouse.

State exhibitors included: Harry Newman, Liberty, Kynden; Mr. and Mrs. M. Goodrich, Vista, Everson; Jerry Davis, Rio, Brewster; Arthur Gollofon, Concrete, and Arthur Zabel, Olympia.

NEWS OF THE

Territory

BRANCHES
Cincinnati

Under the efficient direction of J. B. Rosen, 20th-Fox branch manager, and Irene Sagle, office manager, the "David and Bathsheba" film got an all-out advance publicity buildup here, with luncheons, and radio and TV appearances for Carol Woods, here on an advance publicity tour, and for Walter Talun, the film's "Goliath," who drew huge crowds for his one-day downtown appearances. One of the gimmicks was a race at nearby River Downs, named after the film, with Miss Woods presenting trophies to the owner of the winning horse and its jockey. A lineal local descendant of the Biblical couple also was discovered, and accorded honors. The film is booked into the downtown Keith.

A downtown house, probably the Palace, will be equipped for large screen telecasts of major national events, it was announced by RKO officials. . . . Howard J. Minsky, Paramount division manager, and his assistant, Robert Weber, visited. . . . Jay Goldberg, Realart branch manager, was in New York City. . . . Milton Gurian, Lippert branch manager, was in Springfield, O., and Washington Court House, O.

Marvin White, son of Maurice White, Mid-States Theatre Corporation, was married to Miss Constance Levin, Cleveland. They will reside in Phoenix, Ariz. . . . Jean Harrington, booker, National Screen Service, was married to Tony Pallito. . . . Walter Mackintosh, traveling auditor for Paramount, is here. . . . Sympathy was extended to Marie Horton, Realart biller, on the death of her father, and to the family of Anthony Bakosy, father-in-law of Frank Weitzel.

Pete Gerhart, States Film Service, is the proud grandfather of a baby boy. . . . Irene Ross, NSS clerk, resigned. . . . Gladys Hadley, U-I contract department, was ill. . . . Virginia Reyes, Lippert contract clerk, spent a weekend at White Lake, N. C. . . . Margaret Woodruff, Lippert office manager, attended a family reunion in Bellefontaine, O. . . . Marie Donelson, Screen Classic office manager, was in Nashville, Tenn., to visit her ill mother.

Vacationers included: Barbara Walls, Columbia telephone operator; Rex Bothwell, Columbia booker; Rose Vierling, bookkeeper, and Lucy Oelslager, accessory department, NSS; Goldie Clancy, secretary to George B. West, Monogram manager; Marilyn Steinart, Republic assistant booker; Betty Biederbeck, stenographer; Florence Schumaker, Al Kochmeyer, West Virginia salesman, and Stuart Jacobson, Kentucky sales-



Cleveland film exchange managers and salesmen recently enjoyed a day's vacation at the Pleasant View Hotel, Clark Lake, Mich., as guests of owner-operator Bert Schoonmaker, who also owns and operates the World, Toledo, O. Seen, front row, are: Frank Belles, RKO; Bill Lissner, Columbia; Carl Scheuch, Monogram; Jim Levitt, U-I, and Milt Brody, Lippert; second row: Sam Lichter, 20th-Fox; Irving Marcus, National Screen Service; Aaron Wayne, Paramount; and Ed Catlin, Warners; back row: Jack Share, assistant resort manager; Schoonmaker; Nat Barach, NSS branch manager; Harry Buxbaum, Paramount branch manager; Ivan Clavett, NSS Detroit office, and Stanley Malinowski, NSS Detroit office member.

man, U-I, and Allan Gunter and John Husson, Charleston, W. Va., exhibitors.

Recent visitors included: Charles Scott, Vevay, Ind.; Martin Junk, Batavia, O.; Rupert McNely, Baltimore, O.; Hank Davidson, Lynchburg, O.; Cy Norman, Coldwater, O.; Ray Stout, Springfield, O.; Floyd Price, Newark, O.; Al Sugarman and Jack Needham, Columbus, O.; Moe Potasky, Troy, O.; Robert Dinkle, Raceland, Ky., and J. W. Thomas, Oak Hill, W. Va.

Cleveland

A series of saturation bookings involving upwards of 50 theatres in the Ohio area will be keyed by the world premiere of "A Millionaire For Christy," the 20th Century-Fox release produced by Bert Friedlob, scheduled to world premiere at the Hippodrome on Sept. 12. The large number of day-and-date runs will be handled out of the Cleveland and Cincinnati branch offices, resulting in extra publicity and advertising interest engendered by the premiere festivities and the presence of the film's star, Eleanor Parker. Miss Parker will take part in territorial personal appearances, radio shots, and other exploitation activities.

Northern Ohio theatres were affected by a strike of truck drivers and affiliated dock workers. All outgoing and incoming truck service was halted. Greater Cleveland was not affected as film truck services are privately owned, and owners were personally picking up, and delivering prints.

The Lou Bunin production of "Alice in Wonderland" makes its Ohio bow at the Guild, Cincinnati, today (Aug. 1), Robert Richardson, Souvaine Selective Pictures district manager, announced. The picture has been booked into the

Lower Mall and in theatres in Columbus, O.; Dayton, O.; Detroit, and Louisville, Ky.

Edward Raab, Akron, O., theatre-owner has discontinued a single feature policy after a two-week trial and has reverted to double features. . . . Stella Smetanka, receptionist, Co-operative Theatres of Ohio, was absent on vacation. She plans to take another week in the fall.

The Roxy, burlesque house, closed for repairs, remodeling, and reconditioning of its air cooling system. . . . Joe Krenitz reportedly sold his interest in the Cedar to his partner, Irwin Gross. . . . Kroger Babb, president, Hallmark Productions, and Mrs. Babb recently celebrated their 23rd wedding anniversary. . . . Irwin Pollard, Republic branch manager, attended a company meeting in New York.

Rumor has it that the five-story Warner building is for sale as well as the Warner Uptown, Variety, and Vogue. . . . The Jack Gertzes, Jack L. Gertz Enterprises, are apartment shopping.

Walter Steuve, Findlay, O., theatre-owner, was on Film Row for the first time in three weeks. . . . Ray Brown, Jr., manager, State, Cuyahoga Falls, O., played "So Long at the Fair" and "Of Men and Music" for three days in response of requests for art pictures. In Cleveland, the Fairmount and Mayland, suburban houses, have been successful with the presentation of this type of entertainment.

The Cleveland Film Critics Circle voted "Strangers on a Train" the best picture released locally during June.

John Derek, starred in Columbia's "Mask of the Avenger," won the plaudits of the bobby soxers during his appearances at the Hippodrome. . . . Critics were unanimous in praise of Carol Woods, here to create advance interest in 20th-Fox's "David and Bathsheba."

During the 11 p.m. intermission at the Midway Drive-In, between Kent, O., and Ravenna, O., two young gunmen staged a hold-up, and got away with approximately \$306. Mrs. Helen Cook and Carlin Smith were able to furnish police with a description of the bandits and the license number of the getaway car. James Ramicone is the owner of the ozoner.

H. C. Waggoner, owner, Star, Amsterdam, O., arranged to complete his Film Row duties in time to go to the Cleveland-Boston ball game. . . . U-I division manager Pete Dana stopped over for a short visit with exchange personnel.

Joe Robins, owner of theatres in Warren and Niles, O., expects to have his RCA large screen TV installation in before the end of the year. . . . National Screen Service finally completed its renovising program which has been six months in the making. It included

repair of a leaky roof, replacement of fallen plaster, and a complete paint job inside and out. . . . George Delis and Ralph Russell, Interstate Circuit, were in.

Sid Newman, Warner auditor, tried on the title of "grandfather" for size, and found it a perfect fit. A daughter, Deborah Lynn, was born to the wife of his son, John, a teacher in Maple Heights High School.

Herbert Miller, owner, Ritz building, has taken over from Community Circuit the Commodore, in which he also has an interest. The theatre henceforth will be operated by the Commodore Realty Company. It is understood the Community Circuit will continue to do the booking.

Martin Olen, Sr., Grove, Lorain, O., and his son, Martin, Jr., managing the Tri-City Drive-In, Bucyrus, O., timed their visits to Cleveland to coincide. . . . Bill Gross, Columbia city salesman, had a busy time shuttling between local Charity Hospital and Berea Hospital, Berea, O. His wife was in Charity Hospital convalescing from an operation while his son, George, was taken to the Berea Hospital for a complete examination following his fall from a high girder on the Ford building. The son will enter his senior year at Notre Dame University in the fall.

Another accident victim recently was Mrs. Lester Zucker, wife of the U-I branch manager. She broke her leg in a fall on a golf course. . . . August 8 is the date for the Variety Club annual golf tournament at Lake Forest Country Club, Hudson, O. Jerry Wechsler, Warners, is in charge of ticket sales.

Academy Film Service, Inc., is moving from its present location to 2142 Payne avenue. . . . F. D. "Dinty" Moore, Warner district manager, spent the entire week discussing product sales policies with branch manager Jerry Wechsler and meeting with circuit heads.

Sam Galanty arranged his visit to coincide with that of John Derek.

Detroit

Lester B. Hamilton was reelected president, Local 38. Other officers named were Clarence Apgar and Dennis W. Allen, vice-presidents; Sidney L. Day, Sr., secretary-treasurer; Douglas Wandrei, corresponding secretary; E. Clyde Adler, business representative, and Edgar McMillen, sergeant-at-arms.

As a result of the recent move initiated by 20th-Fox to break up the release of product to subsequent runs into two alternating divisions, plans were progressing for a permanent public relations setup locally for the industry by exhibitors. The proposal, made by Carl R. Buermele, head, General Theatre Service, calls for appointment of a permanent industry representative to handle advertising, relations with newspapers, and other public relations



At the grand finals of Warners' recent "Star Discovery" contest in the Pittsburgh area are, left to right, Harry Mayer, eastern talent department head, Warners; John Beattie, winner of a studio contract with Warners; Joseph Kerrigan, winner, RCA Victor recording contract; Ray Rachkowski, Warner studio contract winner; Lester Hamburg, vice-president, Hamburg Bothers, RCA Victor distributor, and M. A. Silver, zone manager, WB Theatres.

functions. According to Jay Frankel, 20th-Fox sales manager, under the plan which goes into effect on Aug. 5, Detroit theatre patrons will now have 18 different choices of double bills at any time, ranging from first to last city run, thereby encouraging greater attendance, and pictures will reach the subsequent runs much faster, clearing the city runs in a maximum of 90 days after first-run, instead of 120 to 150 days as in the past.

William Hurlburt, Monogram franchise holder, returned from the company's board of directors meeting in Hollywood.

Indianapolis

The Hamilton left the Indianapolis Co-operative Circuit. Mrs. A. C. Holt, operator, will resume operation of the house. . . . A new drive-in opened at Bloomfield, Ind., to be known as the Family, operated by the Ed Campbell Circuit. . . . Alliance Theatre Corporation, Chicago, opened a new drive-in in Anderson, Ind., the South. . . . W. A. Micel, 20th-Fox, was vacationing in New



Arthur Kany, motion picture editor, The Journal Herald, Dayton, O., is seen as he recently availed himself of the opportunity of driving a chariot through downtown streets of that city to herald the playing of UA's "Fabiola," RKO Keith. He devoted a two-column story on his experiences during the stunt.

Jersey. . . . James Franklin, booker, 20th Fox, was spending his vacation with the army at Camp Graylin, Mich. . . . Marjorie Jasper replaces Mrs. Helen Gauker, who is infanticipating at 20th-Fox.

Shirley Pyle, Lippert, was vacationing with relatives in Samel, Ind. During her absence, Florence Jacobs, Chicago office, took over. . . . R. S. Weilert closed his Ritz, Alexandria, Ind. . . . Martha Price, U-I, was spending her vacation in the Green Mountains of Vermont.

Mrs. Dora Blankenbaker, confirmation clerk, U-I, was spending her vacation with her son in Richmond, Ind., where he operates the Pastime. . . . Manager Sam Oshy, U-I, was in Chicago. . . . Harold Dawson was in directing the campaign for Sol Lesser on his "Kon-Tiki" at Keith's.

Tom Dillon, booker, Columbia, and family were vacationing in New York. . . . J. W. Servies, district manager, National Theatre Supply Company, was in. . . . Jack Archer, sales manager, Ger-Bar Equipment Company, was fishing in Lake George, Ind.

Manager Tom McCleaster, 20th-Fox, was spending his vacation at Lake Wawasee, Ind. He entertained exhibitors from Fort Wayne, Ind., at his summer cottage. . . . Ben Fuller, Grand, Union City, Ind., accompanied by his wife, attended a special TV show at WLW, Cincinnati.

Ray Thomas, salesman, U-I, and family were visiting relatives in New York. . . . James Griffis, Boswell, Boswell, Ind., is driving a new car. . . . Matt Scheidler, Hartford, Hartford City, Ind., returned from an extended vacation on the west coast.

Albert Glaubinger, former Cincinnati branch manager for ELC, joined the Paramount sales organization. . . . George Reef, former booker, Mallers Circuit, joined the Alliance Circuit, Chicago. . . . The Kentucky, Louisville, Ky., is now booking first-runs. . . . Real-art took 30 features previously booked by ELC.

James F. McCoy, who operated the Rex and Howard several years ago, died. He is survived by the widow, Effie McCoy.

Exhibitors on the Row were: Nick Paikos, Diana, Tipton, Ind.; E. E. Smith, Devon, Francesville, Ind.; Kermit Suhre, Lyons, Lyons, Ind.; Tom Goodman, Dream, Corydon, Ind.; Doyle Carter, Roxy, Bloomington, Ind.; Don LeBrun, Kent, Kentland, Ind.; Guy Hancock, Prewitt, Plainfield, Ind.; William T. Studebaker, Logan, Logansport, Ind.; A. Richey, Alhambra, Knightstown, Ind.; Kathryn Fettig, Auditorium, Connersville, Ind., and A. B. Thompson, Park-Ritz, North Vernon, Ind.

Pittsburgh

The Bob Finkels, he's the son of William Finkel, Arcade, were in town

for a vacation. He is a television director in Los Angeles for the ABC network, producing a weekly mystery program. His wife acts in some of the shows.

Chuck Shannon, former manager for Warners in Sharon, Pa., and now managing a neighborhood house in Cleveland, was in town visiting his brother, Paul Shannon, radio announcer.

Lee Siegel has been named exploitation field representative for this territory for 20th-Fox product. He will make his headquarters in Cleveland, and also cover the Cincinnati area. There hasn't been a 20th-Fox exploiteer assigned to this territory for two-and-one-half years, when Wally Allen had the position.

"Iron Man," starring Jeff Chandler, Evelyn Keyes, and Stephen McNally, will have its world premiere at the Harris on Aug. 17 with Chandler, Joyce Holden, featured in the picture, and Frankie Van, former prize fighter who acted as technical advisor, making personal appearances, and aiding in the advance promotion. The world premiere will help launch a large number of dates in the territory and openings in Boston, Cleveland, and Buffalo the following week. Charles Simonelli, manager, eastern advertising and publicity department, was in to set details of the premiere, and to screen the picture for the nation's sportswriter attending the Ezzard Charles-Jersey Joe Walcott heavyweight championship fight. The premiere will also help launch the national promotional tie-up between Everlast Sporting Goods and U-I.

Judy Holiday, star of "Born Yesterday," in Pittsburgh for a straw hat theatre appearance at Bill Green's Arena, appeared on Harold V. Cohen's regular radio program in place of Mrs. Cohen, on vacation. Cohen is drama and movie editor, The Post Gazette.

Jules Fields, U-I exploiteer, was in for "Francis Goes to the Races," Fulton. His boss, Charles Simonelli, flew in for the Charles-Walcott fight. Another U-I exploiteer was due in for "Iron Man," J. P. Harris, downtown Pittsburgh.

Leonard Mintz, formerly with UA here, is now selling in Philadelphia.

The Joe Hillers, he does most of the booking of stage shows in theatres and night clubs around Pittsburgh, left for an Atlantic City vacation.

Helen Slovac, Fulton cashier, changed her name to Mrs. Earl Moore. She expects to return to work following a New York honeymoon. . . . Al Brevac, Harris Theatres publicity man, was forced to cut his vacation short when his daughter came down with the measles. . . . Among vacationists on the Warner Theatres circuit are Al Singer, Warner; Johnny Macioce, Kenyon, and Al Skigen, Regent, East Liberty, Pa.

Manager Neff, Wilson and Patio, Tyrone, Pa., returned from a vacation



Paul Dixon and his Dixon Music Shop beauties, left, recently sponsored the "Moonlight Bay Harmony Contest" in connection with Warners' "On Moonlight Bay" over WCPO-TV, Cincinnati, and among the early entries was, right, the group of distinguished members of the Couvier Press Club, from left, John Wiethe, coach, Cincinnati University basketball team; Herman Mergard, Jr., an officer of the club; Sheriff Dan Tehan, and attorney Charles Shank. Similar contests for the film were held elsewhere.



Mayor Charles Henderson, Youngstown, O., was recently presented with a "Captain Andy" title by Tony Ross, WBBW, while E. C. Pearson, MGM representative, looked on during a visit of the gala MGM "Show Boat" float.

to supervise building of two new stores on both sides of the theatre entrance of the Patio. . . . Austin Interrante, Rowland, Phillipsburg, Pa., is chairman of the local Bloodmobile drive. He reports a slackening of interest since the peace negotiations in Korea.

State visitors on Film Row included: Louis Peretta, Apollo; Morris Finkel and Jim Verner, Mount Oliver, Hilltop, and Capitol; Harry Rachelle, Sharpsburg and Derry; William and George Basil, Basil, Washington; Mike and Len Winograd, Oriental and Family, Rochester; Max Arnold, Verona and Pitcairn; the Oglietti brothers, Leechburg;



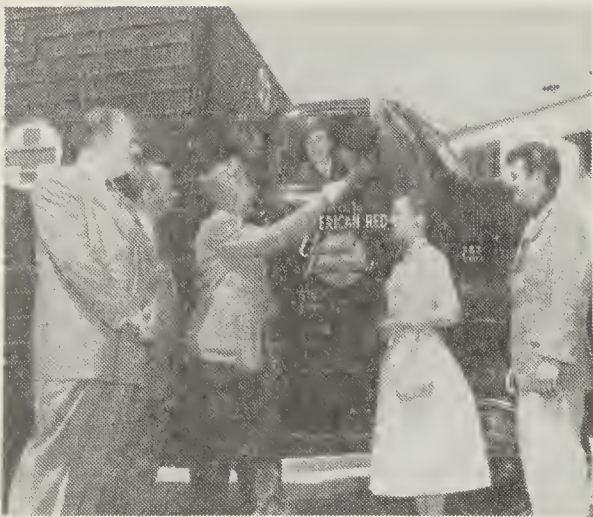
Carol "Bathsheba" Woods is seen with Alice Gorham, advertising and publicity director, United Detroit Theatres, at a recent press luncheon in Detroit in connection with the forthcoming 20th-Fox Technicolor, "David and Bathsheba."

Tom Schraeder, Cook and Anderson, Beaver Falls; Steve Rodnok, Jr., Oaks, Oakmont; George Purcell, booker, Manos Theatres, Greensburg; Morris Naft, Roxian, McKees Rocks, and Bud Rosenberg, McKees Rocks and local Rialto.

Monessen, Pa., ended its six per cent amusement tax on July 1, but the public and theatre owners didn't notice the difference because the school district picked it up the following day. The tax swap was arranged by the city council, and the city picked up the non-residents income tax which had been collected by the school board.



Seen around a luncheon table in Cleveland recently were, left to right, Sid Andron, production manager, WXEL-TV; K. Strachan, advertising manager, Warner Theatres; Glen Pullen, The Plain Dealer; Arthur Speath, The News; Carol "Bathsheba" Woods, touring for 20th-Fox's "David and Bathsheba," and Omar Raney, The Press.



The employees of U-I studio had 100 per cent representation in raising \$55,000 to buy the Bloodmobile recently presented to the American Red Cross on the coast. At the presentation were, from left, James Pratt, production manager; Morris Weiner, studio manager; Jack Tait, superintendent of technical construction department; Mrs. H. B. Willis, Red Cross blood donor chairman, and stars Ann Blyth and Tony Curtis.

Eight drive-ins in Greater Pittsburgh presented two sneak previews and a first-run three days of the same week recently. Large display ads were used.

The Variety Club staged an all-star entertainment preceding the Joe Walcott-Ezzard Charles fight. The club shared in the receipts. Although the TV telecast and radio broadcasts were barred here, many people tuned into Youngstown, O., and Cleveland radio stations for a blow-by-blow description. A few TV sets in the northern area of the city were able to pick up the Cleveland telecast.

Fred Herrington, secretary, Allied, has returned from vacation in Cleveland. . . . Norman Lugee, a student salesman at the 20th-Fox, was graduated to Detroit as a full-fledged salesman. . . . Jim Thorpe, 20th-Fox salesman for years and recently with United Artists, hasn't been seen in film circles lately.

The Reynolds Drive-In, Mercer County, celebrated its fifth year recently. It was the eighth drive-in built in Pennsylvania. . . . Joe Volpe, Rainbow Gardens Drive-In, is proud of the fact that world champion fighter Joe Walcott trained for his bout in Rainbow Gardens.

Julie Apel resigned as Monogram bookkeeper, with Helen Garlitz, formerly with MGM and ELC, accepting the position. She was with Associated Drive-In Theatres when she took the new offer, Bob Randall stepping in at Associated.

Ohio Columbus

The Film Classics Club, new student group at Ohio State University, has been organized to bring to the campus "proven and successful European and American films." Tom H. Kettig is president.

Walter Kessler, manager, Loew's Ohio, won \$100 first prize in the public-

ity and exploitation contest on "Up Front" conducted among Loew's Theatres by U-I. . . . Norman Nadel, theatre editor, The Citizen, was vacationing in New York's Finger Lakes district, Charlotte Curtis is substituting.

Arthur M. Holah, MGM representative, is recovering from a back ailment. His brother, H. C. Holah, former manager, Birmingham, Birmingham, Mich., has been visiting here. . . . Fred Oestreicher, Loew's publicity manager, is vacationing.

Wilmington

Henry C. Stowell, supervisor of art and public relations, Hallmark Productions, and his wife, Helen, home office manager, resigned.

Pennsylvania Du Bois

The Harris, Avenue, and Carlton eliminated matinees, and do not open until 7 p.m.

H. A. Doman, manager, Harris, returned from a vacation at his home in Romney, West Va. While there, he decided to sink a well on his farm. Forty feet down, the water gushed up with such force that the well had to be capped much in the manner of an oil well.

Johnstown

Ray Allison, who leased his Hollywood to Horoff and Blumberg, is still doing all the buying and booking for the house as well as the Rivoli, Beaverdale, Pa., also owned by Horoff and Blumberg.

The Silver and Richland Drive-Ins suffered a loss of business due to the slow construction of the new road from Johnstown to Scalp Level, Pa. Rough detours discouraged drive-in fans.

New Kensington

Bill Serrae was successful in securing a permit to stretch a mammoth banner across the main street in front of his Circle. The sign doesn't plug his indoor house but reads "Drive out tonight to the Gateway Drive-In for a delightful



Dick Martin, manager, Capitol, Ashland, Ky., and president, Ashland's El Hasa Shrine Temple, with three other Shriners dressed in hillbilly costumes recently lent an assist to U-I's "Cemin' 'Round the Mountain" while attending the Shrine convention in New York City.



Carol Woods, Birmingham, Ala., is seen recently arriving at LaGuardia Airport, New York, on the first lap of her tour for 20th-Fox's "David and Bathsheba."

evening under the stars." Serrae owns the outdoor house as well as the Kent, Arnold, Pa., near here.

Somerset

Eddie Troll, Joe Collins, and Charles Sheftic, owners, Richland Drive-In, Geristown, Pa., and Charles Blatt, Blatt Circuit are laying plans for the big golf party, lunch, and dinner at the Somerset Golf Club, which they hold every year for the salesmen and exchange executives. The affair is planned soon. The boys are still talking about the wonderful party last year.

Kentucky Louisville

Out-of-town exhibitors seen included: Tom Maxedon, Shelby and Burley, Shelbyville, Ky.; George Peyton, Griffith, LaGrange, Ky.; Ralph Cundiff, Kentuckian, Liberty, Ky.; A. N. Miles, Eminence, Eminence, Ky.; Don Steinkamp, French Lick Amusement Company, French Lick, Ind.; Harold Sliter, Schine Circuit district manager, Lexington, Ky.; Gene Lutes, Chakeres district manager, Frankfort, Ky.; C. R. Mitchell, Barbourville Amusement Company, Barbourville, Ky.; Ralph McClanahan, Estill and Irvine, Irvine, Ky.; C. K. Arnold, Arco and Melody, Bardstown, Ky.; Ava Moore, Orpheum, Mitchell, Ind., and E. L. Ornstein, Ornstein Theatres, Marengo, Ind.

New equipment is being installed in E. L. Ornstein's Rio, Cloverport, Ky., managed by Mrs. Robert Bowman. The equipment was furnished by the Falls City Theatre Equipment.

Ray Turner is manager, Sky-Line Drive-In, Madison, Ind.

West Virginia Martinsburg

City Council passed an ordinance reinstating the two per cent amusement tax, repealed about a year ago after being challenged by exhibitors on the grounds it had not been approved by the state legislators.

NEWS OF THE

Territory

Boston
Crosstown

One of the biggest exploitation sensations of the season was the ballyhoo for 20th Century-Fox's "The Frogmen" at Revere Beach. The engagement at the Metropolitan was ballied via three "frogmen," who gave actual demonstrations before the crowds at the resort. The "frogmen" were cast off from boats offshore, and made their way underwater to land, appearing out of the surf for the edification of the pleasure-seekers. In addition, their activities were broadcast over both radio and TV.

U-I's "Thunder On The Hill," starring Claudette Colbert and Ann Blyth, will have its world premiere at the Astor on Aug. 8 as part of a territorial saturation opening. In connection with the premiere, Miss Colbert will entertain members of the Boston press at a luncheon at the Cape Playhouse, Dennis, Mass.

Miss Elaine Forkey, daughter of exhibitor Ken Forkey, Worcester, Mass., will be married on Sept. 9 to Meyer Erlick.

Samuel G. Lewis, 79, who managed the Wilbur and Somerville, Somerville, Mass., before his retirement, died.

Norman Glassman, president, Independent Exhibitors of New England and operator, Rialto, Lowell, Mass., has taken over the lease of the Lafayette, Haverhill, Mass., which, after renovations, will be a second-run situation. The Lafayette, closed for about a year, is on the site of the old Scenic, the theatre where Louis B. Mayer first started in the industry. The entire block was recently purchased by Harry Lampert.

Following a four-week run at downtown theatres, "The Great Caruso" did such strong business at the neighborhood Circle, it was held for two weeks.

Apparently there's nothing wrong with the business, a good film can't cure.

A special sneak screening of the old Harold Lloyd film, "The Freshman," was held at a suburban house recently. Arranged by Eddie Ruff and Neil Agnew, the screening was attended by John Murphy, general manager, Harold Lloyd Productions.

Twelve New England Theatre situations are using cross trailers plugging Warners' "Captain Horatio Hornblower," Metropolitan.

Helen Eager, The Traveler; Marjorie Adams, The Globe; Peggy Doyle, The American; Prunella Hall, The Post, and Bob Taylor, The Herald, were to plane out to Bing Crosby's ranch as guests of the "Groaner" to glimpse "Here Comes the Groom." On the return from this junket, they were to take off for a weekend on Cape Cod to see Claudette Colbert in her strawhatter, "Highland Fling." This trip was arranged by John McGrail, U-I publicist, tub-thumping the Company's "Thunder on the Hill," which stars Miss Colbert.

Frank LePage, Millinocket, Me., was in regaling his pals with real down east stories. Noel Cote, Van Buren, Me., accompanied him on the trip to Film Row.

Warners held a special screening of "On Moonlight Bay" for disc-jockeys.

Lyold J. Clark, vice-president, Middlesex Amusement Company, and for five years manager, Granada, Malden, Mass., has been recalled to active duty with the navy. A lieutenant commander, he reports to Washington soon.

Richard F. Cutting, 50, for 14 years manager of Embassy Newsreel Theatres, New York, died suddenly at his parents' home in Wellesley Hills, Mass.

Stanley Sumner, University, Cambridge, Mass., has taken over the lease of the Paramount, Needham, Mass. . . . Mr. and Mrs. Clarence King, Williamstown, Mass., were glimpsed around the district.

Jack Saef, NET publicist, was conducting a contest for a barbershop quartet to tie in with "On Moonlight Bay," Paramount and Fenway.

Thomasina Goss, secretary to George S. Ryan, anti-trust attorney, is back following her recent marriage to John MacPherson. . . . Norm Prescott, WORL disc-jockey, has been named publicity chairman for the radio section to plug Allied Artists' forthcoming "Disc Jockey." . . . Robert Kurzon, general field manager, Graphic Circuit, announced his engagement to Marsha Cohen, Detroit.

Joe Mansfield, UA fieldman, has been working with John Garfield on the Israel Bond Drive.

Al Margolian, Astor publicist, spent his vacation visiting an old buddy on Long Island, N. Y. . . . Jack Champlain, Playhouse, Randolph, Me., and Bethel, Vt., is on a South American trip. . . . Al Monte, Suncook, N. H., was visiting relatives in Connecticut.

Film District

Edward X. Callahan, Sr., 20th-Fox Atlantic division manager, announced the promotion of John Feloney, sales manager, to the post of assistant Atlantic division manager. Edward X. Callahan, Jr., was promoted to sales manager, succeeding Feloney.

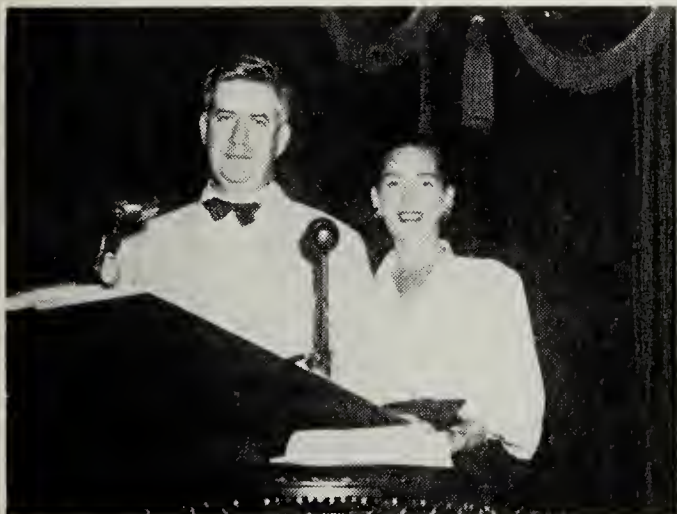
B. G. Kranze, executive assistant to the vice-president in charge of distribution for United Artists, was in town and in Pittsburgh.

Eddie Klein, Bay State Films, celebrated his 60th birthday recently with open house. A veteran of 38 years in the industry, 35 of them have been spent in Boston.

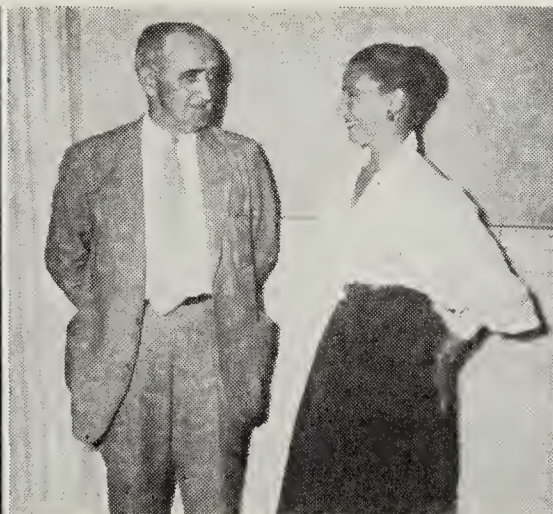
Agnes Donahue, UA booker, was vacationing. . . . Grace Cardy, Warner contract clerk, was spending a vacation on Cape Cod. . . . Samuel Kurzon, president, Graphic Circuit, and Mrs. Kurzon are spending their vacation at Sebago Lake, Me.

Bill Horan, WB branch manager, and Leo Griffin, office manager, are back following vacations.

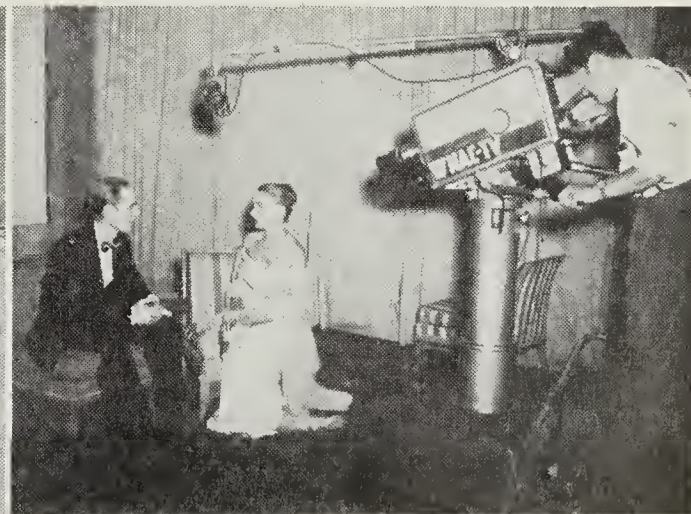
Herman Rifkin, Monogram franchise owner, returned from attending the company's board of directors meeting in Hollywood.



"Bathsheba's" recent visit to Boston during her current tour to promote 20th-Fox's forthcoming "David and Bathsheba" included a visit to the State House, where she was introduced



to the legislators by Speaker of the House Timothy O'Neil, left, and met many of them, including Representative Edmund Lane, center, and was interviewed on the WNAC-TV program.



New Haven Crosstown

Morris Rosenthal, Loew's Poli, is still getting plenty of congratulations for his article in The Bridgeport Herald. For "Show Boat," he and his staff concentrated a campaign toward the summer beaches. Rosenthal started his vacation this week. . . . George Perloth, College assistant, who has been at the Vets Hospital, Newington, went back. . . . Ray Flynn, College assistant, who went south with the 118th Medical when the 43rd National Guard division was federalized, was in showing new stripes. He's now a sergeant first class.

Bob Parcells is the new assistant at the Paramount. He was upped from chief of service when assistant manager Edwards left. . . . Jim Darby has a "horror show" booked for Aug. 7. . . . H. Cohn, Dixwell, went on his vacation. Jack Post, Fishman Theatres, returned from a vacation. . . . Sol Ripps resigned from the Fishman Theatres organization to go into the insurance business with James E. Kauffman. . . . Franklin Ferguson, Whalley manager, was another vacationist. . . . Mrs. Paul Delaware, Whitney, returned from her vacation. . . . The New Haven Drive-In publicized the complete score of "South Pacific" starting at 7:30 p.m.

In a recent bulletin, the Motion Picture Owners of Connecticut reported that the regular and special sessions of the Connecticut General Assembly closed with no laws passed aimed directly at the industry. It was also pointed out by Herman M. Levy, executive secretary, that since the Variety Club of Connecticut, Tent 31, voted the "Jimmy Fund" of Variety Club of New England as its "Heart Fund" project for 1951, the MPTO urges all theatre-men to cooperate by showing the "Jimmy Fund" trailer, and by having collections in their theatres.

Meadow Street

Various spots in Connecticut are on the tour route of 20th Century-Fox's traveling studio exhibit plugging "David and Bathsheba." . . . Mary McDonald, American, Bridgeport, was a bridesmaid at the wedding of her sister, Florence. . . . The Palace, South Norwalk, gave "Moscow Mule" mugs, tumblers, and mixers to winners of a "Pin the Mug on Francis Contest" held in the lobby.

The Carberry, Bristol, and Mayfair, Terryville, are now admitting children under 12 free when accompanied by their parents Mondays through Thursdays. . . . The Palace, Middletown, instituted a weekly Saturday matinee kiddie show. . . . Earl Wright, Columbia salesman, went up to Laconia, N. H., on his vacation. . . . Herman M. Levy, MPTO of Connecticut executive and one of the busy men on the annual golf tournament, scheduled for Aug. 7 at Racebrook Country Club, reported that a fine batch of prizes was being rounded up. Reservations also pointed for a good turnout. Luncheon was advanced to

11:45 a.m. to allow for tee off in the golf tourney at noon. Dinner is scheduled for 7. Co-chairmen are George Wilkinson and Al Pickus, while Sam Weber is the treasurer.

Connecticut East Hartford

As promotion for "The Great Caruso," Tom Grace, Eastwood, and Vince Capuano, Elm, West Hartford, tied in with stores. With each adult admission to "Caruso," the theatres gave away a bonus coupon for \$1 reduction on a "Caruso" album.

Hartford

Lou Cohen, Loew-Poli manager, borrowed a combination radio-phonograph set to play tunes from "Show Boat" in the lobby. . . . John R. Patno, assistant manager, Allyn, has been promoted to manager, Norwalk, Norwalk. . . . Ray McNamara, Allyn manager, and Mrs. McNamara and their three-year-old son, Paul, got home from Cape Cod. . . . Fred Greenway, Loew-Poli Palace manager, and Mrs. Greenway took a trip into the country for their vacation.

John McGrail, U-I exploiteer, came in to huddle with Jim McCarthy, Strand, on "Francis Goes to the Races."

Jack Goldstein, exploiteer, worked with Joe Stanwood, Regal, on "Kon-Tiki." . . . Norm Levinson, Loew-Poli assistant manager, and Sol Karp, assistant, State, got back from Canada.

The Bernie Menschells are proud parents of a baby girl, their first child.

Dick Stephens, Columbia, was in working on "Whistle at Eaton Falls" and "Never Trust a Gambler."

Bernie Menschell, Community Amusement Corporation announced the appointment of Edward Maranski, ex-Massachusetts manager, as manager, Plainfield, Plainfield. . . . Wedding bells rang out in New Haven for Leonard Greenberg, son of Maurice Greenberg, Center owner, and Mrs. Greenberg, and Miss Phyllis Spivack.

Richard Stephens, Columbia exploiteer, and Milton Hale, Paramount, were visitors. . . . Tom Grace, manager, Eastwood, East Hartford, was back from a few weeks off. . . . Norm Levinson, Loew-Poli assistant, and Sol Karp, State assistant, tripped to Montreal.

Bill Benn, Webster projectionist, has been on an indefinite leave. . . . Francis Morse, E. M. Loew's assistant, was out of town on his vacation; ditto Ray McNamara, Allyn manager.

Governor Lodge signed into law a bill establishing a 75-cent an hour minimum wage. . . . Doug Amos, division manager, Lockwood and Gordon, reports the Norwalk Drive-In is now running late shows Monday through Saturday.

Meriden

Margaret Dutil, Palace, resigned, Mary Wigley taking over.

New Britain

The resignation of Paul S. Purdy as general manager, Kounaris-Tolis Theatres, Meriden and Newington, was disclosed. Purdy has been named manager, 1,000-seat Ridgeway Center, Stamford, now under construction.

Newington

James W. Cotoia, manager, E. M. Loew's Hartford Drive-In, resigned. Jay Finn, son of Max Finn, home office executive, E. M. Loew's Theatres, replaces.

New London

George E. Sawyer, manager, Victory, has been sending a number of passes to the Red Shield weekly. . . . Nick E. Brickates, manager, Garde, tied up with a travel shop for an essay contest in the interests of "Strangers On A Train." . . . Bill Landers, ex-assistant manager, Victory, was back on an army furlough.

Norwich

The E. M. Loew's Norwich-New London Drive-In is now featuring a monkey village.

Massachusetts Lynn

Manager James Davis, Paramount, has been appointed regional defense coordinator for the industry in Region 4. He will name his own alternate. . . . Returning from his vacation, part spent in New Hampshire, manager Ben Gruber, Waldorf, did double duty directing the Warner as well as the Waldorf, during the absence of manager Royce Beckman, on a trip through the mountains.

Salem

Salem's little baseball league, for boys 8-10 years, was organized by Philip Bloomberg. . . . Leon Grossman succeeds former police captain John Brennan as manager, Danvers, Mass., Orpheum.

Springfield

Samuel Goldstein, Western Massachusetts prexy, announced that his company is looking into the possibility of purchasing an undisclosed number of New England Warner houses.

Jack Goldstein, RKO, was in for "Kon-Tiki," and Columbia's Roy Jones was here ahead of "The Magic Face."

New Hampshire Portsmouth

Louis deRochemont's "The Whistle At Eaton Falls," which Columbia is releasing, had a twin world premiere for the benefit of the Rehabilitation Center for Crippled Children. The showings, sponsored by the Exchange Club, took place at the Colonial and the Olympia. Since the picture was filmed entirely on location in and around Portsmouth, deRochemont's native stronghold and center of his production activities, the entire town took part in the festivities.

NEWS OF THE

Territory

New York City
Crosstown

Herman Gelber, president, IATSE M.P.O. Union, Local 306, expects all of its members to soon be covered by its pension and welfare plan. Sixty per cent of the union's total membership of approximately 2,500 is already participating. The plan permits a member to retire when he becomes 60, and has been in the union for 20 years. Permanently disabled projectionists may retire, regardless of age, if they have been members for 25 years. Upon retirement, members receive a minimum of \$30 a week for the rest of their lives, in addition to the federal social security payments. The union has also secured \$4,000 insurance policies completely financed by employers. Local 306 also has Blue Cross hospitalization and health insurance.

A special collection of some 1,100 quarto-size volumes on copyright law, many of them compiled from original sources by its donor, has been presented to the Columbia University Libraries by Edwin P. Kilroe, former director, 20th-Fox, and former assistant district attorney, New York County. Kilroe, a practicing attorney, assembled the bulk of the collection over his 21 years' service as counsel to 20th-Fox.

Albert E. Schiller, manager, Republic branch operations, flew to England for discussion with C. Bruce Newbery, managing director, recently organized Republic Pictures International of Great Britain and Eire, and visits to branches of the new distribution set-up.

Funeral services were held for Willie Priori, 41, who died at Memorial Hospital after a lingering illness. Burial was at Calvary Cemetery at Maspeth, L. I. Priori, for more than 25 years, was with The New York Sun as assistant to Ward Morehouse and Eileen Creelman. He spent about eight months last year in the MGM home office publicity



Spyros P. Skouras, 20th-Fox president, is shown at a recent dinner at the Waldorf-Astoria, New York City, at which plans were discussed for mobilizing the industry behind the State of Israel independence bond drive. At left is James G. McDonald, U. S. ambassador to Israel, while at right is Henry Montor.

department working on special assignments.

A Paramount Pictures baseball team defeated Brandt Theatres 3 to 2 in the annual game at Harry Brandt's Port Chester estate. The game went 10 innings, providing a strenuous workout for the Paramount combination, consisting of Jerry Pickman, Sid Mesibov, John Cicero, Carl Clausen, Will Yolen, Fred Goldberg, Burt Champion, Jerry La Motta, Gabe Sumner, and Bob Kaufman.

The Will Rogers Memorial Hospital the recipient of the Warner Brothers' home office library, when Warners donated the library in its entirety for the use of the patients and staff of the Will Rogers Hospital, Saranac Lake. The library consists of popular and best seller fiction assembled over the past thirty years. The board of directors of the Will Rogers Memorial Hospital, grateful for this generous addition, plans to set apart a special room to house the volumes. The door will have a suitable inscription acknowledging the gift.

Al Fisher was named by United Artists vice-president Max E. Youngstein as company manager for the Paris world premiere engagement of Jean Renoir's "The River."

A total of 11 new motion picture and disk recording licensee agreements have been completed by Westrex Corporation,

New York Mayor Praises
Industry's Promotion

NEW YORK—Mayor Vincent R. Impellitteri, last fortnight expressed his interest in New York City's current combined audience promotion and PR campaign in a letter to Fred Schwartz, chairman, Organization of the Motion Picture Industry of New York City.

The mayor commended the contribution of theatre owners to civic welfare through use of their buildings, and stated his hope for continuing success of the industry.

according to E. S. Gregg, vice-president. Lauer and Cie, S. A., Paris; Herve Missir and Ciel, Paris; Israel Motion Picture Studios, Ltd., Tel Aviv; Techno Instrument Company, Los Angeles; Minnesota Mining and Manufacturing Company, St. Paul, Minn.; United Broadcasting Company, Chicago; Encyclopaedia Britannica Films, Inc., Wilmette, Ill.; W. A. Palmer Films, Inc., San Francisco, and International Producers Service Company, Hollywood, signed sound picture recording agreements. McBride Engineering Company, San Diego, Cal., and Allied Record Manufacturing Company, Hollywood, are the new disk recording licensees.

New Jersey
Newark

A big parade led by the color guard of the Michael A. Kelly Post and the Union Municipal Band marked the opening of "Go For Broke" at the Union, Union, N. J. A recruiting booth and weapons were on display during the run. John Stanek is manager.

For the second week, Edward Kane, manager, Regent, Elizabeth, N. J., conducted a diamond-guessing contest.

Larry Albanese, manager, Regent, is back from a vacation. . . . The Stanley, Jersey City, N. J., gave away Valentino roses for "Valentino."

Adolphe Finkelstein, manager, Embassy, Orange, N. J., is running a cowboy rodeo roundup. . . . The following were on vacation from the Warner Brothers Jersey office, George Dailey, Al Barber, and George Morgenroth. . . . Joe Geller, manager, Central, was vacationing in Canada.



An all-out campaign by land, sea, and air recently marked the popular-prices premiere of UA's "Cyrano de Bergerac," RKO Albee, Brooklyn. The land campaign included a Venetian gondola float, left, seen by more than two million as it was

used in the New York July 4th parade. Part of the sea campaign was the 60-foot yacht, center, which cruised off crowded beaches, carrying models and heralds. The air phase of the drive included the 27-foot display and model atop the Albee.

Fred Dressel, manager, Capitol, was spending his vacation at Sea Girt. . . . Mrs. Annette Erickson, Capitol assistant, returned from her vacation. . . . Al Barber, Warner Brothers contact department, was vacationing. . . . Mrs. I. Eden, receptionist, Warner Brothers Jersey zone, returned from vacation.

New York State Albany

Fabian's Palace presented the stage production of "Hansel and Gretel," and "Snow White and the Seven Dwarfs" was shown at Proctor's, Troy. . . . James P. Faughnan, Warner Theatres' former contact manager, was recuperating at the Albany Hospital after undergoing an operation. . . . Elaine Kayser has been added to the staff at 20th-Fox. . . . Anita Light, RKO contract clerk, resigned.

Vacationers were Harry Aranove, Warners' office manager, to visit his son stationed at Fort Jackson, S. C.; Minnie Wensel, RKO cashier; Elizabeth Herrick, Warner Theatres' shorts booker; Jack Donnelly, assistant manager, Troy, Troy, and Jess Lohman, chief projectionist, Lincoln, Troy. . . . Irene Smith, secretary to Charles Smakwitz, Warner Theatres' zone manager, received painful injuries to her ankle when she fell.

Walt Disney character merchandise will be put on display for retailers, jobbers, and manufacturers in the Albany area from Aug. 5-8 in a novel exploitation for "Alice in Wonderland." The merchandise show, titled "The Walt Disney Character Merchandise Market Week," will include hundreds of items representative of the 2,000-odd products licensed by Disney. It will be held in the Capital Room of the Ten Eyck Hotel beginning on Aug. 5, continuing through Aug. 8, the day "Alice in Wonderland" opens at the Palace. Invited to attend will be theatre personnel from neighboring cities, as well as persons interested in the sale of Disney character merchandise in the Albany area. Accent of the show, and all advertising pertaining thereto, will be on "Alice in Wonderland," although other Disney merchandise will be shown. Several major local stores are tying in on the promotion with window and counter displays and newspaper and radio advertising. The Disney organization plans to repeat the show idea in other parts of the country if it proves successful.

The Colonial, closed since June 1, has been purchased by Dr. Henry Brown, New York dentist, from Central Avenue Amusement Corporation.

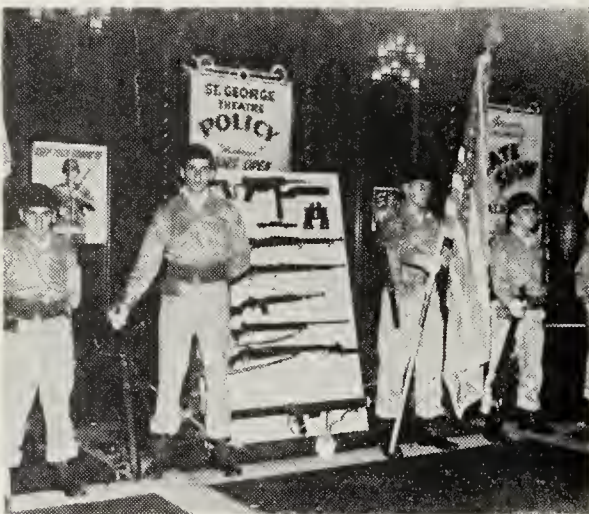
Buffalo

John Derek closed a 48-hour stand, and went to Cleveland to continue his personal appearance tour for Columbia's "Mask of the Avenger."

William Brett, president, Skyway Drive-In Theatre Corporation, operating the Sky-Way Niagara Drive-In, Tonawanda, announced a series of three drive-in church services sponsored by Evangelical Lutheran St. John's Church.



At the recent fur fashion show sponsored by the Variety Club welfare awards at the Hotel Astor, New York City, and pictured, from left, Fred J. Schwartz, Mrs. Charles Boasberg, Edward Lachman, Mrs. Lachman, and Max Wolff. Schwartz, Lachman, and Wolff are co-chairmen of the welfare awards.



Part of the National Guard weapons display and color guard which Elias Schlenger, Fabian Staten Island publicity director, promoted for the recent opening of MGM's "Go For Broke," St. George, Staten Island, are pictured.

The Variety Club, Tent 7, held its annual picnic and golf tournament at the Automobile Club, Clarence, with golf, games, prizes, and picnic supper.

Nina Lux, wife of Elmer Lux, Darnell Theatres, returned from Oneida, where she visited her daughter and son-in-law, Mr. and Mrs. Robert Kallet, Kallet Circuit, and grandson.

Bill Bork, for many years office manager-booker, U-I, has been confined to his home on Libera Road, Porterville, since last November. He sold his



On the spot to direct excavation for the 315-car Middletown Drive-In, Middletown, N. J., is owner Louis Corlito, giving directions to a worker. The drive-in is slated for a fall or spring opening.



At Asbury Park, N. J., Walter Reade city manager Guy Hevia, left, and Dick Morgan, manager, Paramount, relax with opera star Martha Errolle, whom they recently escorted on a personal appearance tour in behalf of the series of operas presented at the Paramount as special bi-weekly summer attractions.



While in Buffalo recently in the interest of 20th-Fox's "David and Bathsheba," Carol "Bathsheba" Woods, center, met, left to right, Bob Murphy, Sam Yellen and Max Yellen, 20th Century, and C. Kosco, 20th-Fox branch head.

home in the country, and he and Mrs. Bork expect to leave shortly for Miami, Fla. His friends hope for his speedy recovery.

Herbert Hoch, who owns the Rialto, postcard from Del Mar, Cal., of his motor trip. In early fall he will return to reopen his Rialto, closed for the summer.

"Variety Day" was held at the race track. . . . William Hagstotz, husband of Martha Hagstotz, 20th Century-Fox, died after a lengthy illness. Film Row extends condolences.

Congratulations go to Elmer Lux, Darnell Theatres, and wife, Nina, on the occasion of their 26th wedding anniversary, and felicitations to Mrs. Lux, who had a birthday the same day.

Menno Kykstra, Glen, Williamsville, and local Kensington, is accepting major league offers as umpire following his successful debut at the Variety Club picnic.

Joe Clements, Paramount manager, announced that Bob Wells, WEBR, was searching for amateur quartets in conjunction with "On Moonlight Bay," Paramount.

Bob Wilson, National Screen Service shipper, who resigned to join the army has been shipped to Japan.

Al Herman, Columbia sales representative, took a 10-foot plunge at the Geitner, Silver Creek, through an open register shaft, and is now confined to the Rhinehart Memorial Hospital. He is a brother of Leon Herman, Republic branch manager. Film Row is pulling hard for his recovery.

The Buffalo Paramount Corporation, a United Paramount subsidiary, was revealed as purchaser of the Niagara building. The sale was made by Shea's Kensington Realty Company, which has been leasing the theatre to Buffalo Paramount since March 1, 1949.

At a general membership luncheon meeting, the Motion Picture Theatre Owners of New York State, Inc., re-elected the following directors: Harry Berinstein, Berinstein Circuit, Syracuse, three-year term; Jack Read, Hollywood, Gowanda, two-year term; Menno Dykstra, Glen, Williamsville, and Kensington, Buffalo, two-year term; Matt Koneczakowski, Koneczakowski Circuit, one-year term; L. J. Behling, Ellen Terry and Sylvia, one-year term, and Ray Pashley, Colonial, Moravia, one-year term. Newly elected were William Rosenow, Skyway Drive-In Theatres, one-year term, replacing Merritt M. Kyser; Andrew Geitner, Geitner, Silver Creek, one-year term, replacing Sidney B. Grossman, Syracuse, whose term expired, and Peter Bifarella, Joylan, Springville, one-year term. Alternates are: Joe Warda, Lancaster, Lancaster, one-year term, and D. K. Vlassopoulos, Strand, Palmyra, one-year term. Nine of the above directors and three alternates will work with the 11 present directors, C. J. Basil, Basil Circuit; Dalton Burgett, Regent, Dunkirk; H. D. Dilleuth, Broad and Lyceum; Worth Dittrich, State, Endicott; James Eshelman, Paramount; George J. Gammel, Gammel Circuit; Robert C. Hayman, Hayman Circuit, Niagara Falls; M. J. Kallet, Kallet Circuit, Oneida; Vincent R. McFaul, Shea Circuit; Lester Pollock, Loew's Rochester, Rochester, and Tom J. Walsh, Comerford Circuit, Binghamton. A resolution was passed putting the group on record against exemption of non-profit organizations from the 20 per cent federal admissions tax, and copies sent to members of the Senate Finance Committee. Exhibitors were requested to strictly adhere to the Buffalo city ordinance pertaining to admission of children to theatres, as requested by the Children's Aid Society. The MPTO is mailing a copy of the ordinance to all theatres in the city. TOA convention pamphlets were distributed to every exhibitor attending the meeting, which was presided over by George J. Gammel.

Ed Miller, Center manager and Charlie Taylor, Paramount publicity director, arranged for a novel display of diving equipment for "The Frogmen." A dinner for local "frogmen" gave the film extra publicity.

The Buffalo Philharmonic Summer Pops Orchestra featured selections from "Show Boat" in the weekly concert in Kleinhans Music Hall through the ef-



John Cusack, manager, Astor, New York, poses beside the 40 x 60 lobby display he used recently with his showing of the RKO "This is America" military subject, "They Fly with the Fleet."

forts of Eddie Meade, Shea publicity director. Due credit was given the film at Shea's Buffalo.

Jack Goldstein's National Screen Service staff is busily engaged arranging new enlarged quarters in the film building. The entire poster department, which includes paper and stills, has been moved into the basement poster exchange formerly occupied by Columbia. Mats and press sheets may still be obtained from the first floor department.

Felicitations go to the following film-ites who celebrated birthdays. Fred Miller, Film building; Helen Rubach, Republic; Sara Weil, RKO; Julie Paepke, Columbia; Gert Nigro, Columbia, and Mildred Roberts, formerly assistant booker, ELC.

Mrs. Rita Bogart Pinto resigned from Republic Pictures as cashier after nine years with that Company to receive Sir Stork. . . . Ann Murphy, Clark Film, returned from a vacation spent at Eden Valley with her sister. . . . Jack Goldstein, National Screen Service branch manager, was on a fishing trip. . . . Ann Beals, National Screen Service booker, is enthused about son Donald, now in the navy stationed in Newport, R. I., who arrived home on his first furlough.

Joe Lebworth, 20th Century-Fox exploitation representative, was in to help Carol Woods beat the drums on behalf of Darryl F. Zanuck's "David and Bathsheba." The pair made the rounds of newspapers and radio stations, and hosted a luncheon for the press in the Hotel Statler.

Congratulations go to Val Klaiber, Metro salesman, Indianapolis, whose wife presented him with a bundle from heaven, a baby girl, Katie, the fifth branch of the Klaiber tree. Dad was well known along Film Row, having formerly been MGM booker. He is the son of Mrs. Joseph Schuchert, Sr.

Emma Clark, Metro film inspectress, was in the Louise de-Merrilac Hospital for a check-up. . . . The Kallets, Bob and Shirley, Kallet Circuit, Oneida, ordered a sister for little Mike, and that long-legged bird promises delivery in the New Year. . . . Mary Giaella, 20th-Fox, was vacationing in Canada. . . .



Claire Phillips, who inspired Allied Artists' "I Was An American Spy," signs autographs in the lobby of the Holiday, New York City, during her current tour in connection with the picture's opening.

Bud McDonough, Monogram office manager-booker, and wife Wilma, are preparing a nursery.

In Toronto, Myrtle C. Shea, 57, widow of Jerry Shea, who owned theatres bearing his name, died at St. Michael's Hospital. She is survived by a son and grandson.

—M. G.

Rochester

Don Whittington, Lincoln, installed a new soft drink dispenser. . . . Manager Frank Bassett, Lyell, arranged a special kids' matinee with pie-eating and balloon-blowing contests, ice cream prizes, free suckers, and 10 cartoons plus "Ma and Pa Kettle Back on the Farm."

Gus Lampe, Gloversville, and C. C. Young, Geneva, carried the ball at a meeting of Schine managers in the Hotel Seneca.

Manager Lester Pollock, Loew's, was tickled with the way this theatre came to life with "Show Boat." . . . Exploiteer Ed Wall was in at the Paramount ahead of "Ace in the Hole," and manager Arthur Krolick arranged a special preview at the Rochester Club for press and radio.

Jose Ferrer's "Oscar" was displayed in Edwards Department Store before run of "Cyrano," RKO Palace. . . . An



Above are some of the 10 horses and riders which rode through downtown Rochester recently to the "hitching rail" in front of the RKO Palace as part of manager Jerry Baker's campaign on RKO's open-airer, "Best of the Badmen."

editorial in The Democrat and Chronicle hailed "Kon-Tiki," Cinema.

Don Whittington, Lincoln, returned from a motor trip to New England. . . . Stewart Adair, former Embassy manager, is now with the State Labor Department.

PROJECTIONISTS' CORNER—Cal Bornkessel, improving after his recent operation, expected to return to work in August. . . . Fred Closser, formerly at the Capitol, took over the booth at the Little. . . . President Louis Levin, Paramount, returned from Detroit. . . . Frank Higgins was missed from the rodeo staff. . . . Howard Henley struck unusually rainy weather on his St. Lawrence fishing trip. . . . Harold Oliver, a fixture at the Madison for many years, took an August vacation. . . . Fred Herrington dammed a creek to make a sizeable pond on his farm estate. . . . Fred Boekhout departed for his cottage at Henderson Harbor.

—D. R.

Syracuse

Manager Sol Sorkin, RKO-Keith's, arranged a cake baking contest, sponsored by General Foods, in which the contestants were to use Swansdown Cake Mix trying to bake the best "Unbirthday cake." WFBL was airing the details, and giving plenty of plugs for "Alice in Wonderland." Cakes will be judged on the stage, with first prize a \$50 saving bond; second, a \$25 bond, and third and fourth, Walt Disney wrist watches.

Larry Lynch, assistant manager, RKO-Keith's, now a proud daddy, offers to teach student assistant manager Charlie McLean all about diapers, bottles, and floor walking. . . . Robert Sardino, projectionist, Paramount, was on vacation as was Lionel Wilcox, Loew's State.

Bill Trambukis, manager, Loew's Strand, with wife Betty and daughter Jane returned from vacation in Providence, R. I.

The Midtown closed for a few summer weeks.

William Maxon, projectionist, Loew's Strand, was making satisfactory progress during his illness, while Bernard "Flash" McNulty, electrician, Strand, returned after pneumonia.

—J. J. S.

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246-48 N. Clarion Street, Philadelphia 7, Pa.



The 581st Air Force band from Mitchell Field took part in festivities for U-I's "Air Cadet," Fabian, Paterson, N. J., to furnish a flying start for the opening.

EYEING THE

Exchanges

NEW YORK—The call of the sea and the lure of the rod and reel were too much for a group from the Motion Picture Bookers Club. The boys recently chartered a boat at Sheepshead Bay, Brooklyn, and spent a day enjoying good food, drink, and conversation, with some one hauling in a fish. Among those who went were: Sam Feinbloom and Seymour Berkowitz, Columbia; Max Fried, Liggett-Florin; Howard Levy, MGM; Harry Fellerman, U-International, Fred Trauner and Lou Salkoff, RKO; Lou Wolfe and Sid Pearl, Brandt; Alex Arnsvalder, 20th-Fox; Bob Finkel, Republic; Clem Perry, Rugoff and Becker, and Ben Levine, United Artists. At the end of the trip the gang had some very finny fish tales to spin.

MGM—Frances Papperello, biller, was on vacation. . . . Former employee Rhea Fischel is in the accounting department. . . . The following people returned from vacations: Mary Mayhan, cashier's department; Carmen George, day shipper; day inspectress Estelle Shea, and night examiner Clarence Gomprecht.

U-INTERNATIONAL—Joan Grail, biller, and New York salesman Leo Greenfield were away on their vacations. . . . Head shipper Frank Galotto is back after his vacation.

RKO—Peggy Degnan, accounting department, and Phyllis Friedman, contract clerk, were on vacation. . . . Biller, Francis Atlas handed in her resignation. . . . switchboard operator June Jacobson spent a weekend visiting in Connecticut. . . . Booker Lou Katinsky is back after his vacation. . . . Ditto secretary Sadie Pollack.

REPUBLIC—The office was saddened by the news of the death of Jerry Lewis. . . . Biller Sylvia Seidman and bookkeeping machine operator Lynn Ehrlich returned from vacations. . . . July 22-Aug. 4 has been designated to honor New York and Brooklyn booker Dave Bass as part of the "Jimmy Grainger Friendship Drive."



Manager Jerry Baker, RKO Palace, Rochester, recently promoted this model train exhibit for his lobby in connection with Warners' "Strangers On A Train."

BONDED—Film room supervisor Harry Newman was away on his vacation. . . . Night shipper Joe Marsi was back after his respite.

UNITED ARTISTS—Print booker Hilda Frischman was saddened by the death of her uncle. . . . Frances Varold, bookkeeping machine operator, also lost an uncle. . . . Head cashier Pauline Naiman, after some 20 years, handed in her resignation. . . . Home office auditor Leo Adler was spending some time in the exchange. . . . The new typists are Charlotte Levy and Carol Rosenberg.

PARAMOUNT—The new cashier is Max Schreiber, transferred from the home office accounting department, replacing Leah Peterson. . . . Brooklyn and Long Island booker Jerry Frankel and booker's assistant Louise Grattini returned from their vacations. . . . Joseph Walsh, head branch operations, was recently in Indianapolis. . . . Branch manager's secretary Gloria Genevosa was on vacation.

RAMBLIN' 'ROUND—Morty Lightstone, booker, Island Theatre Circuit, was on his vacation. . . . Head booker at United Paramount, Harry Levine, was in Chicago on a business trip. . . . Columbia booker Katherine Becker returned from her respite. . . . At Warners, Brooklyn booker Mike Anderson and bookkeeping machine operator Lucille Hillard returned from their vacations.

—ARNOLD FARBER



Ralph Lanterman, Walter Reade Theatres city manager, Morristown, N. J., recently used this live lion and "Roman gladiator" in a rewarding stunt for UA's "Fabiola" run at the Community.

NEWS OF THE

Territory

Philadelphia
Crosstown

The trade was shocked to learn of the death of Albert J. Fischer, 49, who passed away on July 27 following a heart attack at his home in Abington, Pa. He had been operating the Narberth, Narberth, Pa., and Keswick, Glenside, Pa. A Mason, he was also a member of the Variety Club, and is survived by his wife, Amy. Funeral services were held in Jenkintown, Pa.

The Fox held a preview of 20th-Fox's "Mr. Belvedere Rings The Bell."

Is Borowsky's New Jewel closed indefinitely.

The trade was shocked to hear of the death in Hahnemann Hospital of David Glazerman, 35, manager, Booker T.

Vine Street

De Luxe Premiums is holding its fall showing the week of Aug. 5. Nate Milgram announces that a prize of a set of service for four will be awarded the exhibitor picking the winning name for one of the completely different patterns to be shown at that time.

Condolences are extended to RKO cashier Emily Purdy, whose brother, Jack, died. . . . RKO booker Marthy Clark is vacationing in Chicago and points west.

Other vacationists were Tom Noble, Warner salesman; Bernice Zimath, Warner stenographer; Norman Weitman, U-I salesman, motoring through Canada; Harry Brillman, Lippert salesman, down at Wildwood, N. J.; and George Nonamaker, EXHIBITOR staff.

Circuits

Stanley-Warner

John Derek, travelling with George Ettinger, New York office, made four personal appearances at the Masbaum in connection with "Mask of the Avenger." Ed Rosenbaum handled the stunt. . . . Jack Goldman, Center manager, was on vacation. . . . Cashier Mary Scott, with the company for 25 years, is ill with bursitis. . . . Charlie Green, assistant, Stanely, is back. . . . Everett Thorner was in on a visit. Former press agent, he's now on "The March of Dimes."

District of Columbia
Washington

Philip Gerard, U-I eastern publicity manager, was in for an important series of conferences with government officials on "Bright Victory."

Keith's retiring manager, Jim Carberry, was honored by the downtown managers at a luncheon. He left for Little Rock, Ark., to manage 12 houses, and with him went a gift, a shavemaster.

August 1, 1951

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**BERLO'S A B C can
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Concessions**

Berlo is now operating all food
concessions at the mammoth
Cleveland Stadium — added
proof of Berlo's greater
effectiveness.

PHILA.-WASH.

The first preliminary judging of the "Miss Washington" beauty-talent contest for 1951 was held in the Golden Parrot Restaurant. The contest is conducted by WWDC and several local theatres. The semifinals were held at Glen Echo Park, the Naylor, and at the Apex. "Miss Washington" will be selected on Aug. 13 at the Capitol.

Warner Theatres played host to the Texas State Society, with Olin E. Teague, chairman, and its members on hand to see "Fort Worth."

WARNERS—Miss Viola Smith and Clifford Reed vacationed. . . . Miss Joan Bonis, percentage billing clerk, resigned to go with the Statler Hotel. . . . Harry Wynn, availability clerk, returned from his vacation.

KAY—Harry Katz, one of the owners of Kay, who lives in Atlanta, was in.

UNITED ARTISTS—Mrs. Molly Brown, biller, was ill with a back ailment. . . . Mrs. Kathryn Burton, a clerk typist, is a new employee. . . . Mrs. Blanche Hayre celebrated her birthday. . . . Miss Pat Toepfer, stenographer, did the same.

EQUITY—Sam Pike, salesman, was at Atlantic City. . . . Charley Mendelson, cashier, spent a weekend in New York. . . . William Stemple Eye, Gill, Alexandria, Va., was in New York.

ROTH THEATRES—Mrs. Virginia Gray, Plaza, vacationed. . . . Mrs. Reva Luber, Sam Roth's secretary, went to Harrisonburg, Va.

PLAYHOUSE — Noel Meadow, Fine Arts, was in conferring with Jerry Wagner.

WARNER THEATRES—Frank La Falce, director of publicity, has a new secretary, Miss Francis King. . . . Fred McMillian, manager, had a wonderful time at Ocean City, Md.

K-B Amusement Company announced that the Atlas had been leased to William Robins, New York producer-director, for one year with a renewal option. The house will switch from motion pictures to stage plays on Aug. 4. The company will open two new theatres this year. K-B is also taking back the Senator from District Theatres.

Sally Montana and her Plain'smen made personal appearances on the stages of five Sidney Lust theatres, presenting a program of western songs and comedy.

Thomas Camalua has been appointed acting manager, Keith's. He will replace Jim Carberry.

Bernie Ferber, Gayety manager, is back from Atlantic City. . . . At the Apex, "The Great Caruso" is the first film seen since the theatre was constructed 11 years ago to be held over for a full week. . . . Manny Lewis, Pix manager, gave up cigarette smoking six months ago, and gained 30 pounds. . . . Wheeler Films moved into the new quarters formerly occupied by ELC.

MGM—Max Settkin, booker, returned from his vacation in New York. . . .

The annual office picnic was held. . . . Miss Hazel McCarthy, booker's clerk, returned from a vacation.

PARAMOUNT — Phil Isaacs, branch manager, went golfing and fishing during his vacation. . . . Mrs. Lillian Lee, assistant cashier, entertained a party of friends for dinner. . . . Miss Ida Green, cashier, is back from vacation. . . . Miss Helen Schultze, contract clerk, took a two-week motor tour.

LIPPERT—The camera crew under the direction of Bill Berke completed the Washington shooting of "F.B.I. Girl." . . . Elmer McKinley, branch manager, was down in Richmond, Va., and Norfolk, Va. . . . Miss Emily Benfer, booker, is recovering from her eye operation.

20TH-FOX—Oliver P. Chandler, State, Clarksville, Va., dropped in. . . . Ira Sichelman, salesman, went fishing off Chincocateague, Md. . . . Glenn Norris, branch manager, returned from Boston. . . . Charles Cripps, salesman, shot a hole-in-one.

MONOGRAM — Olin Thrush, and his brother-in-law, Ellis M. Doll, Kaiser, W. Va., were in. . . . Miss Judith Glickman, booker's secretary, was still ill with a virus infection.

LUST—Nat Glaser is now a supervisor with the Lust organization. . . . Charles Walton, manager, Bethesda, returned from a motor tour. . . . Vic Newfield, manager, Viers Mill, has returned from his two weeks. . . . Charles Ruhl took over the Bletsville, Md., Drive-In for the weekend in the absence of the regular manager, Dave Ginsberg, managing Sally Montana and her cowboys.

RKO—Miss Barbara Lang, cashier's clerk, went to Colonial Beach, Va. . . . Bob Dunning, head shipper, vacationed. . . . Don Bransfield, booker, is back from two weeks of golf. . . . Joe Kusher, office manager, is back from two weeks on his farm near Fairfax, Va.

NATIONAL SCREEN SERVICE — George Mason, salesman, vacationed. . . . Mrs. Ernestine Bandel enjoyed her vacation. . . . Miss Betty Richardson, clerk, returned from her vacation. . . . Max Goodman, Ellicot, Ellicot City, Md., was in.

Metropolitan manager John Markom vacationed with his family at Colonial Beach, Va.

LOEW'S CAPITOL—Mrs. Anna Mannix lost her mother. . . . Mrs. Marie Cannon, Joel Margolis' secretary, was on vacation. . . . Harold Smithson, publicity department, was on vacation. . . . Edward Gill, projectionist, returned from Charlottesville, Va. . . . Malcolm Farrow, projectionist, went to Maine.

Loew's Columbia assistant Fred Erling went fishing up to Deep Creek Lake, Cumberland, Md.

At Loew's Palace, Mrs. Grace Kay, cashier, left for a vacation; Elvin Van Horn, watchman, departed for a vacation with friends, and William Rick, projectionist, was spending his vacation with his family.

New Philly Meeting Set For Aug. 15

PHILADELPHIA — Albert M. Cohen presided at a planning meeting of independent exhibitors held at the Broadwood Hotel on July 24, called by the Greater Council of Motion Picture Theatres of Philadelphia. Unfortunately only about 50 independents attended due to insufficient notice being given. Consequently another meeting will be held on Aug. 15 at 2 p.m. at the same hotel, at which time the Council's committee will present its plan for the "survival of the industry." It was said that the proposition requires 100 per cent cooperation of all. The circuits have indicated they will go along with the plan provided the independents are also in back of it.

Cohen explained that the circuits were not represented at the meeting because they did not want to influence the independents in any way, since the plan does involve the expenditure of considerable money. It is hoped that the next meeting will be the biggest turnout of independent exhibitors in this area. Everybody is invited.

REPUBLIC — Mrs. Esther Katsnell, Miss Doris Smith, and Dick Lester, vacationed.

U-I—Stanley Taylor, office manager, vacationed. . . . Joe Gins, branch manager, was to spend his vacation around the house.

SANDY—Joe Baer, Walbrook and Harford, Baltimore, Md., dropped by. . . . Mrs. Gertrude Epstein, office manager, went to New York City. . . . Eddie Kimpel, booker, Rome Circuit, Baltimore, Md., dropped in. . . . Fred Sandy was mourning a death in his family. . . . S. L. Thompson, owner, Rendezvous, Hampstead, Md., was in.

FAIRLAWN — Ralph Hagenbuch, manager, Highland, returned from his vacation during which he took cross-country flights in his personal plane.

DISTRICT THEATRES—George Wheeler, booker, is on vacation.

COLUMBIA — Mrs. Sally Myers, clerk, celebrated her second wedding anniversary. . . . Bill Fisher, office manager, returned from vacation. . . . Mrs. Peggy Tutt returned from Ocean City, Md. . . . Miss Pat Barnes, bookkeeping machine operator, was ill. . . . Claude Ringer, head shipper, will spend his vacation around the house.

K-B — J. A. Sanford, bookkeeper, spent his vacation in Gloversville, N. Y. . . . Charles Demma, manager, Apex, spent his two weeks near Hampdon Roads, Va. . . . Frank Boucher was one of the judges in the beauty contest held at the Apex.

THEATRE ADVERTISING — Ben Siegel went to Detroit. . . . Roy Cook was the father of a six-pound, nine-ounce baby boy.

Delaware Wilmington

Henry L. Sholly, EXHIBITOR correspondent, was vacationing. . . . Earle G. Finney, manager, S-W Ritz and S-W Towne, was vacationing. During his absence, Bill Doerflinger was pinch-hitting at the S-W Ritz and Samuel Smith, assistant manager, at the S-W Towne. . . . Theresa Giansaneti joined the Earle, New Castle, Del., and John Koczak, manager, Earle, was holding the fort while Mrs. Koczak, sons Jimmy and Larry, daughter Wilma, and her husband were vacationing in Canada. . . . Helen Burton, Hopkins, vacationed in New York, and Genevieve Rudd, Hopkins, was planning to vacation in Southern California. . . . Ben Shindler, manager, Ace, booked a mental act.

Dick Edge, manager, Pike, Claymont, Del., postcarded from Milwaukee that he had just added another state to his list, Wisconsin making his 40th. Edge, associated with Hallmark, is still working in and around Chicago.

—HENRY L. SHOLLY

Maryland Baltimore

Burglars smashed the safe of the Hiway, and robbed it of \$349.84. This marks the third time the Hiway has been robbed within the past two years, declares Robert T. Marhenke, owner.

When John Derek was in in connection with Columbia's "Mask Of The Avenger," he was met at the plane by Jean Crow, "Miss Maryland of 1950," and then the teen-agers took over. Papers followed Derek around town, and TV newsreel cameras recorded his meetings with various youth groups. Biggest story breaks came when Derek went to the home of a teen-age girl to see a scrap book she has kept of over 300 of his photographs. Derek made 12 stage appearances in two days at the Town, going out front to meet his fans after every performance. He also appeared on half a dozen radio shows.

The Variety Club, Tent 19, closed a deal to have ex-champion Joe Louis fight here on Aug. 15 in Memorial Stadium. The event will be a benefit for the club's welfare fund.

Morris Mechanic, owner, New, is all smiles, happy over the visit of his brother, William G. Mechanic, Miami, Fla. . . . Marvin L. Daves son of Ralph Daves, manager, State and Lyric, Lexington, Va., is starting his internship at Johns Hopkins Hospital.

Oscar Coblentz, Jr., owner, Alpha, Catonsville, Md., is suffering from an attack of shingles. . . . Isador M. Rappaport, owner, Hippodrome, Town and Little, spent a weekend with friends on Maryland's Eastern Shore.

Adam Goelz, manager, Town, promoted the Sirocco Socko Bacardi Cocktail to be served at downtown bars as publicity for "Sirocco." . . . Just so he wouldn't be available for any business

calls, Carroll G. Bayne, business manager, Moving Picture Projectionists' Local 181, wouldn't tell where he is spending his vacation. . . . Mrs. Helen Diering, secretary to the Motion Picture Theatre Owners of Maryland, Inc., returned from a week's visit at Pickens, S. C. . . . Lester Green, general manager, Hicks Theatres, is recovering from a recent heart attack.

Hagerstown

The first drive-in in southern Franklin County, Pa., opened three miles east of Waynesboro, Va. It accommodates 500 cars. Frank Bawling is manager, and it is operated by the Red Run Amusement Corporation, W. R. Saunders, president.

Among those on vacation or who have returned are: Mrs. Mildred McQuigg, Maryland, Atlantic City; Irvin Linebaugh, projectionist, Maryland, in the south; George Wagner, projectionist, Academy, Wildwood, N. J.; William Troup, projectionist, Maryland, Chicago; WB Theatres city manager George N. Payette, Jr., and Donald J. Dillworth, Academy, New York City.

Leonardtwn

Two new theatres opened, the Plaza, Lexington Park, Md., and the Southern Maryland Drive-In, Three Notch State Road. Fred W. Biersdorf, Washington, D. C., is the lessee of the Plaza, while the drive-in is owned by Meverell Dean, Hollywood, Md.; Bob Wiggington, Leonardtown, and Jack Fruchtman, Greenbelt, Md. Ray Trumbule, manager, Park, Lexington Park, is also handling the drive-in, which has accommodations for 400 cars. Admission is \$1.25 per carload. . . . Billy Lee, New, is back after being in camp with the 121st Engineer Corps.

New Jersey Bridgeton

Milton S. Marien, 50, manager, Laurel and Majestic, died suddenly of a heart attack. He is survived by his wife, his father, two brothers, and six sisters. Funeral services were held at Riverside Chapel, New York City.

Trenton

Wilbur Snaper, president, Allied Theatre Owners of New Jersey, presented to the governor at a public ceremony a film showing the aid given physically handicapped persons in employment in New Jersey. The Allied president was warmly congratulated by Governor Driscoll for the interest taken by members of Allied. The film will be shown throughout the state by exhibitors. Participating in the ceremony were Frank Damis, East Orange, N. J., zone manager, Warner Theatres; Louis Baytel, Jr., and Mrs. Sally Aiken, president, New Jersey Business and Professional Women's Clubs.

The RKO State, closed for the summer, may not reopen until late in the fall.

Pennsylvania Harrisburg

Jack Trumbo, assistant manager, Elton, Steelton, Pa., had his tonsils removed, and Doug Carpenter, Elks, Middletown, Pa., pinchhit.

A new candy department has been installed by Berlo in the Paxtang. It is rose in color with light green trim. Mrs. Mary Sheppler is the operator.

Dr. and Mrs. Samuel Goldstein were recent visitors in Atlantic City with their grandchildren. . . . Estella Hicks, Colonial, spent a vacation visiting her sister in Colorado. . . . Sam Gilman, manager, Loew's, staged a big campaign for "Show Boat."

Gerry Wollaston, manager, State, and wife spent two weeks at Wildwood, N. J., accompanied by "Red" McCarthy, orchestra leader and disc jockey.

Reading

The automobile belonging to Birk Binard, manager, Warner, stolen from a garage, was recovered, abandoned, at Collegeville, Pa. . . . The Mount Penn Drive-In celebrated its first anniversary.

Harry Dill, assistant manager, Reading Drive-In, is listed as one of numerous candidates for civil service examinations for the vacant Reading postmastership, salary \$7,500.

Virginia Richmond

Use of theatre television will add many problems to electrical inspection duties in the city, M. G. Folkes, chief electrical inspector, advised Richmond Safety Director Foster in his annual report. In commenting on theatre television's use, Folkes expressed belief it was safe to assume that "many additional problems concerning electrical installation and qualifications of operators will confront the bureau."

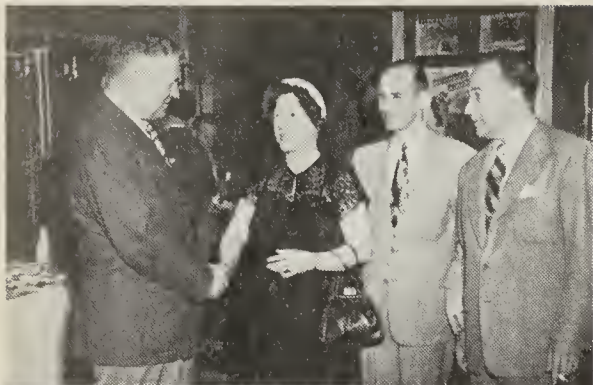
The Virginia MPTA welcomed the following new members: E. E. Branscome, Brookneal, Brookneal; J. W. Blair, Chatham, Chatham; Robert F. Jones, Midway Drive-In, Galax; W. R. Tanner, Free State, Kenbridge; R. B. Clark, New Keysville; E. R. English, 501 Drive-In, South Boston; H. S. Montgomery, Colonial, South Hill; John Ken-

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At the recent "Look Forward" screenings of new Warner product at the company's Washington, D. C., exchange are pictured, top to bottom, left to right, WB zone head George Crouch, E. Risdon, Gus Lynch, Schine Circuit, branch manager Pete DeFazio, and A. Wasserman, Carver, Alexandria, Va.; Miss Curse, Independent Theatre Service, Miss Sweeney, Bernheimer Theatres; DeFazio, Rodney Collier, Charles Grimes, Warner Theatres; Ed Kimpel, Rome Theatres, and Robert Smeltzer.

dig, Victoria, Victoria, and Everett Kesling, Skyline Drive-In, Waynesboro.

The Neighborhood Theatre, Inc., "Collar the Dollar Drive," is now in full swing, and will terminate on Sept. 8. The drive is composed of three main divisions, each independent of the other. First, gross boxoffice receipts, combined with concession sales; second, divided into two parts, best overall exploitation for the eight-week period, and best exploitation of a single picture during the period, and third, the employee selling the greatest dollar value of coupon books. Prizes range from \$250 to \$25.

Wade Pearson, Arlington district manager, Neighborhood Theatre, Inc., has announced his candidacy for the Arlington County Board. . . . The Ponton closed. . . . Joe Usolini, Carillon manager, is vacationing at Virginia Beach, Va. Frank Silveri is substituting. . . . Ann Harris, State staff, spent part of her vacation at Ocean View, Va.

Ed Lowery, UA representative, was in helping exploitation on "He Ran All The Way," Loew's. . . . Otis Kyger, former local manager, now with Goldman in Pottstown, Pa., was a visitor. So was Tom Rayfield, former manager, Capitol, now managing the Carib, Miami Beach, Fla.

Philly VC Barkers Set For "Johnny Night"

PHILADELPHIA —With the announced "added attractions" bigger and better than ever, and including a personal appearance and exhibition by Jersey Joe Walcott, three string bands, the U. S. Marine Band, a softball game staged by Oscar Neufeld's models, some vaudeville, plus door prizes, including a TV set donated by Bob Wasserman, the annual "Johnny Night" at Shibe Park on Aug. 3 for the benefit of the Tent 13, Variety Club, camp for handicapped children, which also includes a regular league game between the Philadelphia Athletics and Cleveland, promises to be the biggest affair of its kind ever held locally.

Edward Emanuel, committee chairman, said that tickets were still available, but that it looked like a sellout.

TRADE SCREENINGS

PHILADELPHIA

PARAMOUNT (248 North 12th) Aug. 6, 11:00, "Crosswinds" (John Payne, Rhonda Fleming, Forrest Tucker) (Technicolor); 2:00, "Darling, How Could You?" (Joan Fontaine, John Lund, Mona Freeman).

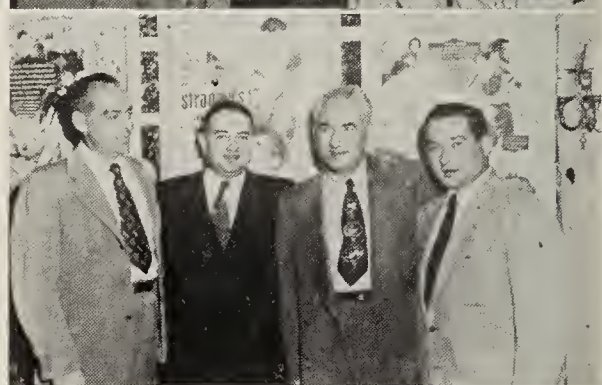
WARNERS (230 North 13th) Aug. 8, 2:30, "Tomorrow Is Another Day" (Ruth Roman, Steve Cochran, Lurene Tuttle).

Phil Isaacs, Paramount manager, and Pete DeFazio, Warner branch manager, were in conferring with Sam Bendheim, Jr., general manager, Neighborhood Theatre, Inc. . . . Frank Morgan, Venus manager, was on vacation, Gertrude Peace substituting. . . . The Showmen's Club meeting for July was postponed.

The following state corporations, having failed for two consecutive years to pay their annual registration fee and franchise tax, have had their charters revoked: Ross-Bart Fairmount, High Port, and Studio, Norfolk, and Vinton Theatre Corporation, Vinton.



Seen at the gala Governor's Dinner at the 175th anniversary of the signing of the Declaration of Independence at Philadelphia recently were Dennis Morgan, Warner star; Pennsylvania Governor John S. Fine, Francis Cardinal Spellman, W. Averell Harriman, and Philadelphia's Mayor Bernard Samuel.



Others seen at the recent Warner "Look Forward" screenings at the S-W Aldine, Philadelphia, were, in the usual, top to bottom, left to right, order: J. M. Flynn, Paul Castello, and John Roach, Stanley-Warner Theatres; Harry Ganz, Lewen Pizor Circuit; George Sobel, Parkesburg, Pa.; E. J. Shipman, and Irving Blumberg, S-W Theatres, and B. Bache, Warner exchange; William Fishman, Resnick-Fishman Theatres, Philadelphia; Lewis Rovner, Clearfield, and S. Blumberg, Blumberg-Stiefel Circuit.

A directed verdict in favor of the defendants was brought in in Law and Equity Court, part II, in the \$25,000 damage suit of a projectionist. Judge Haskins Hobson ordered the evidence struck in the case of Walter Raymond Singleton, Jr., against Local 370, Neighborhood Theatre, Inc.; Loew's Theatre and Realty Company, W. W. V. Company, Inc., and William B. Fox, Harry L. Jarvis, Charles M. Smith, and James Mathews. Singleton charged that he was denied admission to the union, and was unable to obtain a job in a Richmond theatre because of a closed shop "conspiracy." The defendants denied that Singleton ever had applied for a job or that he asked admission to the union.

—S. T.

Variety Club Tent 13, Philadelphia

A cabin at the camp was dedicated to the memory of Lee Ellmaker, late publisher, The Daily News, co-sponsor of "Johnny Night." The unveiling of a plaque followed a luncheon in which many active Barkers participated. Mrs. Ellmaker and her two sons represented the family. . . . The camp would be grateful for the donation of a piano.

COLUMBIA

The Whistle At Eaton Falls (322)

DOCUMENTARY
DRAMA
96M.

ESTIMATE: Interesting drama has the angles.

CAST: Lloyd Bridges, Dorothy Gish, Carleton Carpenter, Murray Hamilton, James Westerfield, Lenore Lonergan, Russell Hardie, Helen Shields, Ernest Borgnine, Parker Fennelly, Diana Douglas. Produced by Louis deRochemont; directed by Robert Siodmak.

STORY: When the largest factory in the small New Hampshire community of Eton Falls closes down, the sole remaining support for the economic structure is the plastics factory. The plant owner, Donald McKee, and production manager, Russell Hardie, call in union president Lloyd Bridges to tell him that the company will go out of business unless they get new machines and lay off half the workers. Bridges refuses to listen. McKee is accidentally killed, and McKee's widow, Dorothy Gish, makes Bridges the new president. Hardie leaves for another job. Bridges is faced with the same problems that bothered McKee, and hot-headed labor leader Murray Hamilton is stirring up the workers. Bridges is forced to shut down the plant until new machines arrive, and young Carleton Carpenter, meanwhile works out a new process to bring down costs, and Bridges sends his sales manager to a firm that could give them enough business to require three shifts. When Hardie, who works for that firm, hears of this, he goes to Eton Falls to spike the idea with the help of Hamilton. After a short fight, the scheme is exposed, the contract signed, and the factory once more hums.

X-RAY: Illustrating how labor and management can work together, this uses a semi-documentary approach, and has moments of suspense and realism. However, it is the type of film which must be handled in a special manner although it is certain to receive cooperation from management and labor groups. Marquee-wise, this doesn't have too much, although the Bridges, Gish, and Carpenter names may help. To sum up, this must be merchandised properly for best returns. It is not the sort of film that will propel itself of its own momentum. The screen play is by Lemist Esler and Virginia Shaler.

TIP ON BIDDING: Program price.

AD LINES: "If You Are A Part Of Labor Or A Part Of Management This Is A Film You Can't Afford To Miss"; "A Story As American As Baseball And As Vital As Our Future"; "An Engrossing Drama Of Labor And Management, American Style."

MONOGRAM

Let's Go Navy (5113)

FARCE
68½M.

ESTIMATE: Fair "Bowery Boys" entry.

CAST: Leo Gorcey, Huntz Hall, Allen Jenkins, Tom Neal, Charlita, Richard Benedict, Paul Harvey, Jonathan Hale, William Benedict, Bernard Gorcey, Buddy Gorman, David Gorcey, Emory Parnell, Douglas Evans, Frank Jenks, Dave Willock, Ray Walker, Tom Kennedy, Murray Alper, Dorothy Ford. Produced by Jan Grippo; directed by William Beaudine.

STORY: Leo Gorcey and Huntz Hall are robbed of \$1600, receipts of a benefit party promoted by "The Bowery Boys" to assist needy families on the Bowery. The thieves, Tom Neal and Richard Benedict, dress in

navy uniforms, and Gorcey notices a tattoo on Benedict's chest. "The Bowery Boys" are mistakenly inducted into the navy under other names, and Gorcey thinks it is a good chance to find the crooks, and clear themselves aboard the vessel to which they are assigned. Between inspecting chests for the tattoo and trying to carry out routine orders, the ship's personnel is soon driven wacky. Hall wins more money than was stolen. They return to port, and are discharged, and wire Bernard Gorcey. He shows Neal and Benedict the wire, and the latter try to hold them up again but the boys put up a fight, and the crooks are captured. The gang is told to report to the navy for some sort of presentation, and find themselves again in the navy.

X-RAY: Fans who go for the series will probably okeh this one also although the proceedings are stretched, with only a fair story. The cast is average as are the direction and production. The screen play was by Max Adams.

AD LINES: "The Bowery Boys' Go Navy, And The Navy Will Never Be The Same"; "Join The Navy And See 'The Bowery Boys' In Action"; "The Year's Laugh Riot."

RKO

Flying Leathernecks

MELODRAMA
102M.

(Color by Technicolor)

ESTIMATE: War show should ride into the better money.

CAST: John Wayne, Robert Ryan, Janis Carter, Don Taylor, Jay C. Flippen, James Bell, William Harrigan, Barry Kelley, Maurice Jara, Adam Williams, James Dobson, Carleton Young, Steve Flagg, Adam Yorke, Brett King, Gordon Gebert. Produced by Edmund Grainger; directed by Nicholas Ray.

STORY: During World War II, when the Marines were on Guadalcanal, a marine air combat unit, headed by John Wayne, with Robert Ryan as executive officer, takes a beating. Wayne is a tough master, and Ryan wants him to be easier on the men. This leads to strife between the two. Wayne believes in the theory of close support between air and ground forces, and eventually gets a chance to prove his point. In the final big blows, when the Japs are badly beaten, Wayne's plane is shot down but he is saved. He turns over his command to Ryan, who starts in to be just as tough as Wayne was, knowing full well that in war men and machines must be sacrificed for victory.

X-RAY: With the star names to help, the Technicolor as an asset, the military back-

ground, and the inclusion of a lot of the best war footage of World War II, this should ride into the better money. Edmund Grainger's production sticks to the accepted pattern, and there is very little of the romantic, but the other elements are generally so solid at the boxoffice that this should gross well. The yarn is of the familiar sort, with the punches generally telegraphed ahead, but the exploitation and merchandising angles should make a difference. A feature performance played by Adam Yorke, as a young flyer who gets in wrong with Wayne, is particularly good. The screen play is by James Edward Grant, from a story by Kenneth Gamet.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Glorious Story Of The Marines Of The Air"; "See The Marines Win In The Air As Well As On The Land"; "John Wayne, Robert Ryan, And The Marines In The Great Victories Of World War II."

On The Loose

DRAMA
78M.

ESTIMATE: Teen-age drama has the angles.

CAST: Joan Evans, Melvyn Douglas, Lynn Bari, Robert Arthur, Hugh O'Brien, Constance Hilton, Michael Kuhn, Susan Morrow, Lilian Hamilton, Elizabeth Flounoy, John Morgan, Laurence Dobkin, Tristram Coffin, Edwin Reimers, Mark Tangner. Produced by Collier Young; directed by Charles Lederer.

STORY: Teen-ager Joan Evans tries to kill herself, and while an interne works to save her, her story is told in flashbacks. Evans' mother, Lynn Bari, is selfish and demanding while her father, Melvyn Douglas, too busy appeasing his wife to bother with Evans. Longing for affection, Evans starts going with Robert Arthur, spoiled high school companion. After a champagne party at a night club, Evans innocently spends the night at Arthur's home talking of home and marriage, and Arthur immediately loses interest in her. Evans then starts running around, gets the reputation for being fast, and finally makes the attempt on her life. At the hospital, Douglas realizes he and Bari are to blame but Bari still refuses to see it that way. Douglas takes Evans dancing. When Arthur appears drunk, and makes remarks about Evans. Douglas hits Arthur, and is arrested, but he won't tell why he hit the boy for fear of hurting Evans further. However, Evans speaks up, and the case is dismissed. Bari, aware of their responsibilities, and Douglas arrange for Evans' friends to come to a party for her.

X-RAY: Dealing with the teen-age problem, this drama should appeal to a wide audience. Although the script is not too penetrating, it tells its story in a

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simple manner, and Evans gives an adequate performance as the disturbed youngster, as do the others in a well-chosen cast. An interesting programmer, this should attract best in the smaller communities and neighborhood houses. The screen play is by Dale Eunson and Kathryn Albert.

TIP ON BIDDING: Program price.

AD LINES: "The Story Of Why A Beautiful Teen-Ager Goes Bad"; "She Had The Emotions Of A Child But The Body Of A Woman"; "A Film That Every Parent And Teen-Ager Must See."

Pistol Harvest

WESTERN
59M.

ESTIMATE: Par for the series.

CAST: Tim Holt, Joan Dixon, Robert Clarke, Mauritz Hugo, Robert Wilke, William Griffith, Guy Edward Hearn, Harper Carter, Joan Freeman, Herrick Herrick, Richard Martin. Produced by Herman Schlom; directed by Lesley Selander.

STORY: Tim Holt and Richard Martin catch two men attempting to rustle cattle from the ranch of their employer, Guy Edward Hearn, whose foster daughter, Joan Dixon, is Holt's fiancée. Holt sympathizes with the hard luck story of the pair, and lets them go. Hearn plans to buy a ranch as a wedding gift for Holt and Dixon, and sends Holt to shipping agent Mauritz Hugo for money due him, on a cattle shipment. Hugo, who needs the cash for a deal of his own, hires the two would-be rustlers to rob Holt of the money as he returns, but Martin and Holt outwit the Hugo hirelings. Hugo then kills Hearn, and takes the money himself. Holt captures Robert Clarke, one of the supposed bandits, believing him to be the murderer, but it is discovered that Clarke is Dixon's long-lost brother, and Holt sets out after the real murderer when Clarke establishes his innocence. After a hard-riding chase, Holt and Martin overtake Hugo, and bring him to justice.

X-RAY: With a closely-knit story that holds interest all the way, this has good production values and sufficient action. A standout in the competent cast is Hugo, whose suave villainy is entirely believable. Holt and Martin turn in their usually able performances to make this about par for the series. Norman Houston wrote the story.

TIP ON BIDDING: Series price.

AD LINES: "Tim Holt And Richard Martin Track A Killer"; "A Blazing Drama Of The Old West!"; "Tim Holt Swings Into Action With Six-Guns Roaring!"

Roadblock

MELODRAMA
73M.

ESTIMATE: Okeh meller for the lower half.

CAST: Charles McGraw, Joan Dixon, Lowell Gilmore, Louis Jean Heydt, Milburn Stone, Joseph Crehan. Produced by Lewis J. Rachmil; directed by Harold Daniels.

STORY: Insurance investigator Charles McGraw, in love with Joan Dixon, who wants luxury living, makes a deal with Lowell Gilmore, big time racketeer, whereby the latter's men will make a \$1,250,000 mail haul while McGraw is on his honeymoon with Dixon. The deal comes off. McGraw then tells Dixon, who wants no part of what the money will bring, loving McGraw for himself. The investigation starts, with McGraw taking part. Gradually, the noose tightens, and McGraw sees that it will reach him eventually so he kills Gilmore. However, Louis Jean Heydt figures out McGraw's participation, and McGraw is killed after Dixon has been cleared of any part of the crime.

X-RAY: An adequate melodrama for the lower half, this generally keeps moving, with performances competent. One song is heard: "So Swell Of You." The story was written by Steve Fisher and George Bricker.

TIP ON BIDDING: Low bracket.

AD LINES: "She Wanted Furs . . . So He Became A Thief"; "The Story Of A Right Guy Who Marries A Dame With The Wrong Kind Of Ideas"; "When He Hit The 'Roadblock' . . . It Was The End Of The Crime Trail."

REPUBLIC

Rodeo King And The Senorita (5053)

MUSICAL
WESTERN
67M.

ESTIMATE: Good western.

CAST: Rex Allen, Mary Ellen Kay, Buddy Ebsen, Roy Barcroft, KoKo, Tristram Coffin, Bonnie DeSimone, Don Beddoe, Buff Brady, Rory Mallinson, Harry Harvey, Joe Forte. Produced by Melville Tucker; directed by Philip Ford.

STORY: Trick rider Buff Brady and Tristram Coffin own a Wild West show. Brady is to do his chariot-jumping act, and then retire, with Rex Allen joining the show as its new attraction. Brady is killed during the jump because Coffin has Roy Barcroft pour acid on the harness so that the two could take over the show. Barcroft, jealous of Allen and his horse, KoKo, attempts to ride KoKo, and the horse falls, hurting its leg. Allen, forced to go on the road with the show, leaves the horse in the care of Brady's young daughter, Bonnie DeSimone, and her governess, Mary Ellen Kay. The little girl becomes so attached to KoKo, Allen tries to give her the horse but Kay insists that she pay him. Coffin decides to use the horse in the show after firing Allen and his sidekick, Buddy Ebsen. The two start to investigate the circumstances of Brady's death, and learn about the acid. Allen learns that Coffin and Barcroft are silent partners, and the two are brought to justice. Allen gives DeSimone a pony that resembles KoKo, and takes over management of the show.

X-RAY: Loaded with action and hard riding, this is unusual in that not one shot is fired until the last five minutes. Allen does his usual smooth job of riding, shooting, and singing, and Ebsen supplies the laughs. This will please open airer audiences. Songs heard include: "The Strawberry Roan", "Windy Bill", and "Juanita." The screen play is by John K. Butler.

AD LINES: "See Rex Allen Go Into Blazing Action"; "See What Happens When Death Rides With A Wild West Show"; "Rex Allen And KoKo Bring A Killer To Justice."

20TH-FOX

Mr. Belvedere Rings The Bell (124)

COMEDY
DRAMA
87M.

ESTIMATE: Latest Belvedere should ride into the better money.

CAST: Clifton Webb, Joanne Dru, Hugh Marlowe, Zero Mostel, Billy Lynn, Doro Merande, Frances Brandt, Kathleen Comegys, Jane Marbury, Harry Hines, Warren Stevens, William and Ludwig Provaznik. Produced by Andre Hakim; directed by Henry Koster.

STORY: Clifton Webb, touring the country giving lectures on "how to be young at 80," sees a group of men and women from an old folks home. Deciding to put his theories into practice, Webb ducks his manager, Zero Mostel, is mistaken for a

77-year-old man who had died, and enters the home. The head of the home, Reverend Hugh Marlowe, and the nurse, Joanne Dru, are amazed when they see Webb who tells everyone that he will make them at least 25 years younger and teach them the joys of living. Webb convinces William Lynn, whose only interest is his funeral policy, and Harry Hines that he has a potion of youth. Webb starts a campaign to get Marlowe to propose to Dru. When Mostel finds him, Webb has him steal equipment to transform the dingy home, and prepare it for a bazaar. The old folks are busy and happy. When a reporter discovers Webb's true identity, and breaks the story, the oldsters are crushed. However, Webb and Marlowe show them they can still do everything, and Webb goes on his way.

X-RAY: This rings the bell for laughter and entertainment, and should do the same on the cash register. Based on a stage hit, "The Silver Whistle," this has warmth, genuine sentiment, and some of the funniest laugh lines heard in a long time. The dialogue is fresh and sparkling, and the cast gets all the mileage out of it. Here is a piece of merchandise that can be sold to the entire family. If the reaction of the sneak preview audience is an indication, it should mean good news at the boxoffice. The screen play is by Ronald MacDougall.

TIP ON BIDDING: Good program price.

AD LINES: "See The Latest And The Greatest Adventures Of The Amazing Mr. Belvedere"; "When Mr. Belvedere Enters A Home For The Aged, Even Father Time Gives In"; "The Laugh Sensation Of This Or Any Other Year."

No Highway In The Sky (121)

DRAMA
97½M.

(Made in England)

ESTIMATE: Engrossing drama has names to help.

CAST: James Stewart, Marlene Dietrich, Glynis Johns, Jack Hawkins, Janette Scott, Elizabeth Allan, Ronald Squire, Jill Clifford, Niall MacGinnis. Produced by Louis D. Lighton; directed by Henry Koster.

STORY: Scientist James Stewart, an eccentric widower who lives with his young daughter Janette Scott, is working on an experiment to prove that the tail on a new passenger airliner recently put into service will fall apart from vibration after a certain number of hours. The new head of Stewart's department, Jack Hawkins, takes an interest in the theory. Investigation shows that one of the planes crashed mysteriously in Labrador, and the tail assembly was never found. Stewart is sent to investigate. The plane on which he is traveling turns out to be of the type on which he is experimenting. Stewart makes friends with hostess Glynis Johns and movie star Marlene Dietrich. When Stewart learns that the plane has been in service close to the number of hours at which he believes the tail will fall off, he insists the plane return. When the plane makes its first stop safely the pilot insists on continuing. Stewart wrecks the plane. The airline sets up a terrific furor, and Stewart is branded insane. Both Dietrich and Johns come to his aid, and bring a little joy to Scott's life. Johns, aware that she loves Stewart, tells him so. When the experiment and investigation prove him correct, Stewart goes right on with his work.

X-RAY: Running the gamut of emotions this has a strong boxoffice potential. An excellent directing job keeps everything moving at a fast clip and the suspense and interest mounting. Stewart gives one of the best performances of his career, and Dietrich has little difficulty in por-

traying a star. Johns is convincing also. The screen play is by R. C. Sherriff, Oscar Millard and Alec Coppel.

TIP ON BIDDING: Good program price.

AD LINES: "Those Two Wonderful Stars Of 'Destry Rides Again', James Stewart And Marlene Dietrich, Reunited"; "A Story As Modern As Tomorrow's Sun And As Warm And Human As A Mother's Kiss"; "An Exciting New Personality, Glynis Johns."

U-International

Bright Victory

DRAMA
96M.

ESTIMATE: Topnotch.

CAST: Arthur Kennedy, Peggy Dow, James Edwards, Will Geer, Julia Adams, Nana Bryant, Jim Backus, Minor Watson, Joan Banks, Richard Egan, John Hudson, Donald Miele, Marjorie Crossland, Murray Hamilton, Larry Keating, Hugh Reilly, Mary Cooper, Rock Hudson, Ken Harvey, Russell Dennis, Phil Favershim, Robert Simon, Virginia Mullen, Ruth Esherrick. Produced by Robert Buckner; directed by Mark Robson.

STORY: Blinded in North Africa during the early days of World War II, veteran Arthur Kennedy, a southerner, is transferred to Valley Forge Military Hospital, in Pennsylvania, where, after first dreading blindness, he resigns himself to a life without sight. He meets Peggy Dow, and their friendship deepens. He also makes friends with blind veteran James Edwards, not knowing he is a Negro until he makes a remark disparaging the race. Finally, home on furlough, Kennedy finds it difficult to adjust himself, and eventually his sweetheart, Julia Adams, realizes that she isn't courageous enough to be a blind man's wife. Kennedy, determined to become a lawyer, goes back to the hospital, and meets Dow once again, both realizing that there is a real love between them.

X-RAY: This successfully combines dramatic emphasis with sidelights on tolerance, and conveys fully the problems blinded veterans have to face. The assistance being given by the government is also brought into full light, and there are many touches along the way, thanks to the Mark Robson direction, which help make this an out of the ordinary film. Performances are first rate, with Kennedy, Dow, Edwards, and others excellent. Commercially, this is a challenge as the subject matter, while sincerely presented, is often tough to digest but the film has so much merit, and is bound to benefit from word-of-mouth, that the boxoffices should benefit. This is based on the novel "Lights Out" by Baynard Kendrick.

TIP ON BIDDING: Higher bracket.

AD LINES: "The Story Of A Guy With Guts"; "He Won The Victory That Really Counted . . . Over Himself"; "See What Happens When A Girl With Courage Meets A Man Who Needs It Most."

The Mark Of The Renegade (129)

ACTION DRAMA
80M.

(Color by Technicolor)

ESTIMATE: Fair program.

CAST: Ricardo Montalban, Cyd Charisse, J. Carrol Naish, Gilbert Roland, Andrea King, George Tobias, Antonio Moreno, Armando Silvestre, Georgia Backus, Robert Warwick, Bridget Carr, Alberto Morin, Renzo Cesana, Robert Cornthwaite, Edward Rios, Dave Wolfe. Produced by Jack Gross; directed by Hugo Fregonese.

STORY: In the early days of California when Mexico was struggling to keep its possession, Ricardo Montalban landed in

the Los Angeles area by ship's captain George Tobias on a secret mission, meets Gilbert Roland, who aims to be emperor. Roland threatens Montalban with exposure since Montalban carries a mark of a renegade on his forehead, and orders him to marry Cyd Charisse, daughter of wealthy Antonio Moreno, who is loyal to Mexico. Roland figures that once the marriage goes through, and Moreno finds who Montalban is, he will work with Roland rather than face disgrace. Despite skulduggery by Roland and his men, a showdown comes when Montalban is revealed as a representative of Mexico, sent to expose Roland. In a duel, Montalban kills Roland, and win Charisse.

X-RAY: A generally fast moving action drama, this boasts of a sharp pace, Technicolor, competent performances, and some swashbuckling, with the result a programmer that may lift itself above that in some areas. The story is complete routine, considering the talents of the players, and while there has been included a dance by Montalban and Charisse, it won't affect the result. J. Carrol Naish adds to the comedy, and the others perform adequately in standard roles. The screen play was written by Louis Solomon and Robert Hardy Andrews.

TIP ON BIDDING: Fair program price.

AD LINES: "The Fate Of California Rested In The Balance While Swords Clashed"; "She Wanted Her Man . . . And Defied Convention"; "Was He A Renegade . . . Or The Man She Wanted To Love?"

MISCELLANEOUS

Rage Of Burlesque

BURLESQUE
56M.

(Jack Schlaifer Organization)

ESTIMATE: Mild burlesque offering.

CAST: Lillian White, Slim Gaillard Trio, Terry Sisters, Ivy Vine, Loretta Montez, Ching Lee, 5 Blackbirds From Brazil, Linda Lombard, De Castro Sisters, Rhythm Rascals. Directed by Albert Vox.

STORY: A small town boy comes to the big city, and goes on a spree in the night spots. This gives opportunity to introduce the various specialties, and is the slim thread upon which hangs the continuity.

X-RAY: Except for some mild strip routines, this consists of a number of variety acts, ranging from excellent to mediocre, with the De Castro Sisters supplying the biggest punch. There are no burlesque skits or comedy, and the strippers keep nudity and body movements down to a minimum. Audiences searching for anything risqué will be disappointed. Songs heard include "Play It", "That's All", "Dunkin' Bagels", "Nina, The Girl From Argentina", and "Maracas In Caracas."

AD LINES: "See The Bouncy, Beautiful Queen Of Burlesque—Lillian White"; "Lots Of Spice And Everything Nice"; "See The Country's Most Tempting Exotic Dancers."

The Shorts Parade

TWO REEL

Comedy

ROGUES TO RICHES. RKO—Comedy Specials. 15m. After doing a corny routine, Jack Kirkwood and Wally Brown, are thrown out of the TV producer's office into the hands of a detective looking for them for skipping a \$185 board bill. They convince the detective that they will bring the money to his house. The boys then acci-

dentally become involved in an audience participation show. They can win \$250 if they sell a vacuum cleaner at the address given them. When the boys leave, the m.c. tells the audience that the cleaner has 10 times the suction power of an ordinary one, and the person at the house is in on the gag. However, the boys go to the detective's house by mistake, and wreck the apartment. They convince the detective to buy the machine so that they win the \$250. As soon as the boys collect, the detective takes the money for damages, and they still owe the rent bill. GOOD. (13406).

SCRAMBLED BRAINS. Columbia—The Three Stooges Comedy. 16m. Moe and Larry come to take Shemp home after a stay in the hospital because of his habit of seeing things. Shemp introduces them to an ugly nurse, whom he thinks beautiful, and wants to marry. The boys insist on his going back to see a doctor. While trying to phone the doctor, a fat man races them for the booth, and all four are wedged in. After a struggle in which the man's groceries are ruined, they get out. At the nurse's home, they learn that the fat man is her father. He knocks out Moe and Larry, but the nurse saves Shemp. GOOD. (3408).

WOO-WOO BLUES. Columbia—All-Star Comedies. 16m. Having just returned from his honeymoon, Hugh Herbert is confronted by a former flame who threatens to give his wife some damaging love letters if he doesn't buy them. Both are unaware that Herbert's wife has heard the entire conversation. Herbert's wife meets the other woman, gets the letters, and scares her off. Deciding to have some fun, she pretends to be the blackmailer when Herbert's friend arrives. She asks for \$2,000 but the crooked friend tells Herbert she wants \$2,500. When the friend comes to Herbert's home to meet his bride, she realizes that he is a crook, and throws him out. Herbert and his wife clinch. GOOD. (3426).

Color Drama

LAW OF THE BADLANDS. Warners Featurettes. 20m. When first reviewed in THE SERVICESECTION of April, 1945, it was said: "Captain Bob Shayne, member of Colonel George Custer's Seventh Cavalry, is found guilty of murder, and dismissed from the army. Years later, a coach carrying Shayne, disguised as a gambler, is attacked by bandits posing as Indians, and only he, and a young girl, Angela Green, are saved. Shayne cares for her. Several years later she emerges as a lovely young lady with whom Lieutenant Warren Douglas is in love. Shayne, seeking the man who framed him, finally discovers the culprit, a scout in the army. He trails him to Custer's position, and, when the truth is out, the framer is arrested, and Shayne joins Custer, reinstated in that famed soldier's last stand. EXCELLENT." (7106).

Serial

GOVERNMENT AGENTS VS PHANTOM LEGION. Republic Serial—12 chapters. Walter Reed, Mary Ellen Kay, Dick Curtis, John Pickard, Fred Coby, Pierce Lyden, George Meeker, John Phillips, Mauritz Hugo, Edmund Cobb, Eddie Dew, George Lloyd, Dale Van Sickel, Tom Steele, Arthur Space, Norval Mitchell, Frank Meredith. Associate producer, Franklin Adreon; directed by Fred C. Brannon; written by Ronald Davidson. Episode One, "River Of Fire." 21m. Following a wave of hijacking and attacks on highway transportation, Walter Reed, government agent, is assigned to work with the Truck Owners' Association. The villains are led by "The Voice", who gives his instructions via radio. Reed's first contact comes when the gang hijacks a truck

loaded with hand grenades, on which he is riding. In the underground chambers of a warehouse, a fight ensues, which causes a fire, leading to stored, previously hijacked, explosives as Reed is chasing one of the bad 'uns through a tunnel. The warehouse blows up to end the chapter. Crammed with fast moving action, including demolition of trucks, fast motor chases, fist fights, pistol battles, etc., this gets off to a good start. It will satisfy the kids and serial addicts. FAIR.

ONE REEL

Color Cartoon

AESOP'S FABLES' GOLDEN EGG GOOSIE. 20th Century-Fox—Terrytoons. 7m. A goose is followed by two wolves. She runs into a shed, and accidentally swallows gold paint. When she revives, she lays gold colored eggs. The wolves capture her after a long struggle, but she escapes, and the wolves learn their error when the paint washes off. GOOD. (5117).

CHEESE CHASERS. Warners—Merrie Melodies. 7m. Burt and Hubie Mouse, after gorging themselves in a cheese factory, decide that life holds nothing more for them, and decide to end it all by walking into the mouth of sleeping Claude Cat, hoping that he will swallow them. Claude is confused, refuses to eat them, and finally decides to kill himself by urging a big bulldog to chew him to bits. Trying to find the logic behind two mice who hate cheese and want to be eaten by a cat, and a cat who wants to be killed by a dog, the dog goes mad, and hails a passing dogcatcher's van. He is pursued by the cat and the mice, all yelling, "Hey, wait for me!" EXCELLENT. (7718).

FRENCH RAREBIT. Warners—Bugs Bunny Specials. 7m. In Paris, two rival restaurateurs try to capture Bugs Bunny for the main course on their respective menus, and one succeeds in putting him in a roasting pan. He suggests that he be cooked A La Antoine of New Orleans, and, dressing the restaurant owner as a rabbit, he shows how it's done. The rival demands to be shown, too, and Bugs puts him in the pan with the other, garnishes both with a stick of dynamite, and puts them in the oven. FAIR. (7725).

HECKLE AND JECKLE IN STEEPLE JACKS. 20th Century-Fox—Terrytoons. 7m. Heckle and Jeckle are conducting a flourishing business selling knotholes in a fence so that the sidewalk engineers can watch the construction of a building. The bulldog watchman catches them, the chase is on, and the magpies lead the dog all over the framework of the building. One of their stunts backfires, however, and the two birds are blown sky high. They come down on the elevator, and crush the poor dog. GOOD. (5119).

LEGHORN SWOGGLED. Warners—Merrie Melodies. 7m. A baby chicken hawk interrupts a feud between a big, pompous rooster, and a dog to capture the rooster. The dog offers to tell the hawk how to get the rooster for a bone, a cat offers his aid in getting the bone for a fish, and a mouse promises to help get the fish for a piece of cheese. The rooster sees the hawk searching for these various morsels in the wrong way, and contributes his efforts. The hawk brings the bone to the dog, the dog clouts the rooster over the head with the bone, and the hawk drags off his prey. A clever situation, some amusingly diabolical tricks, and Mel Blanc's incomparable dialogue make this one of the very best in the series. EXCELLENT. (7717).

MIGHTY MOUSE IN INJUN TROUBLE. 20th Century-Fox—Terrytoons. 7m. Needing money to pay the mortgage, Colonel

Pureheart leaves Kentucky to go west in search of gold. After a hazardous trip, he finds the gold, but as he starts back with his fortune, Indians, led by Chief Sitting Bull, attack him. Mighty Mouse arrives, and mops up the Indians. He then carries the colonel back to his old Kentucky home. FAIR. (5114).

MIGHTY MOUSE IN A SWISS MISS. 20th Century-Fox—Terrytoons. 7m. The evil cat has a pretty girl-mouse dangling from a rope atop an Alpine mountain. Mighty Mouse attempts to rescue her but is felled by the use of gas. Mighty Mouse falls onto a conveyor belt for Swiss cheese, and is about to be filled with holes when everything stops for lunch. After a mighty struggle the cat is sent to the hospital by Mighty Mouse. GOOD. (5118).

PIED PIPER OF BASIN STREET. U-International—Walter Lantz Cartunes. 7m. This Technicolor reissue was first reviewed in THE SERVICESECTION of December, 1944, at which time it was said: "Featuring the music of Jack Teagarden, this is a modern version of the Pied Piper fairy tale, with the town overrun with mice. Everyone frantically appeals to the mayor to do something. He hires a Pied Piper but the latter gets angry when the mayor welches. The Pied Piper then lures away bobby socks brigade with an impression of 'Hank Swoonatra', finally freeing the rats. GOOD." (6331).

THE STUPID CUPID. Warners—Blue Ribbon Hit Parades. 7m. This Technicolor reissue was first reviewed in THE SERVICESECTION of November, 1944, at which time, it was said: "This starts at a fast pace with a good idea but falls down at the finish. The stupid Cupid, with Elmer's voice, is busy shooting his arrows, which land where they may. Hit are love birds, horses, etc., but then he goes slightly balmy, and tries to entwine a cat and a dog. Daffy claims he is immune, having been shot the year before. However, Cupid gets him, and he tries to make a chicken. The rooster comes to the rescue. Daffy persuades him to forgive him. However, when hit by another arrow, he is right back for more. FAIR." (7313).

THE TERRY BEARS IN LITTLE PROBLEMS. 20th Century-Fox—Terrytoons. 7m. Papa Bear's reading is disturbed by his two young cubs. He sends them to bed but when he reads in a book that children should not be bullied, goes to their room to apologize only to see that they are outside playing. Enraged, he reads that a parent should never lose his temper, and gets hurt once more. In a rage, he insists on playing with them, and the terrified cubs run off. Papa winds up at the bottom of the river. GOOD. (5120).

Comedy

SO YOU WANT TO BUY A USED CAR. Warners—Joe McDoakes Comedies. 10m. At a used car lot to trade in his jalopy on a later model at his wife's insistence, McDoakes is tricked into buying back his own car, repainted. He collides with a truck as he drives out of the lot, and then runs back to buy insurance which provides for a brand new car replacement for a totally destroyed insured one. After he urges the truck driver to completely destroy the car, he returns to the lot to pick up a new one, and is told that no sale took place since he was sold his old one by mistake. At the fadeout, Joe and his wife, apparently sitting in a flashy new convertible, drive from behind the car on a tandem bike. GOOD. (7406).

Novelty

NEW YORK AFTER MIDNIGHT. Columbia—Cavalcade Of Broadway. 11m. When all the customers have gone home,

the performers come over to Freddie Robbins' Nest for a jam session. Matty Malneck leads the boys in a swing version of "William Tell Overture," Margot Powers joins the group for a solid rendition of "Sentimental Journey," comic-singer Candy Candido does a two-voice version of "One Meat Ball," and Ann McCormack closes with a bouncy performance of "Tabby The Cat." GOOD. (3654).

Sports

MISTER BASKETBALL. 20th Century-Fox—Movietone Sports. 9m. The reason why the world's champion professional basketball team, the Minneapolis Lakers, is a winner is due greatly to the play of George Mikan, and this shows the team going through its paces. The team is seen in action against an all-star college team and the New York Knickerbockers. After the games, Mikan is shown at home with his wife and two sons. This is given a boost by the narration of Mel Allen. GOOD. (3103).

Too Late To Classify

Features

Alice In Wonderland

FANTASY
79m.

(Souvaine Selective)

(European-made) (Ansco color)

ESTIMATE: Novelty attraction offers plenty of merchandising angles.

CAST: (In prologue) Stephen Murray, Pamela Brown, Felix Aylmer, Ernest Milton, David Read, Raymond Bussieres, Elizabeth Henson, Joan Dale, Carol Marsh. (In dream sequence voices of puppets include many of the above characters.) Produced by Lou Bunin; directed by Dallas Bower. Production completed by Leo Hurwitz. Choreography under direction of Roland Petit; symphonic score played by Royal Philharmonic Orchestra of London.

STORY: Stephen "Lewis Carroll" Murray, an instructor at Oxford, is considered a bit advanced by some of his colleagues but he has fun playing with the children of Dean Felix Aylmer, Elizabeth Henson, Joan Dale, and Carol Marsh. The queen of England comes for a visit. Since the children are forbidden to be present, Murray sneaks off after meeting her, and tells them a story of a girl named Alice, Carol Marsh, who saw a rabbit disappear into a large hole, and followed it, and met the Knave of Hearts, the Queen of Hearts, the Cheshire Cat, the White Rabbit, the King of Hearts, the Mad Hatter, the Caterpillar, and others. She has many adventures in the mysterious land, where everything changed from minute to minute. As she is due to have her head cut off, Marsh awakens to see the queen and her escorts driving away from Oxford.

X-RAY: One of the two "Alice" attractions currently being offered, this, naturally, will be compared with the Walt Disney version. This has much that is of interest, with lots of entertainment, and the puppet portions are superior in many shots. The color ranges from fair to good. The story is interesting but youngsters may have some difficulty with the English-type dialogue in the dream sequences while the puppet medium does not seem always to lend itself to as much fluidity as does the cartoon medium. While there are several songs, none seems to be such that will stick in the minds of the public as they leave the theatre. The editing is a little choppy, which may detract slightly from the overall presentation. With interest in "Alice In Wonderland" always at a peak, this has plenty to sell. The title

(Continued on page 3123)

National Release Dates, Production Numbers On '49-'50-'50-'51 Features

(This is a listing of all production numbers and release dates, as made available by the companies, on 1949-50 and 1950-51 product, accurate to time of publication.—Ed.)

Allied Artists

(For 1949-50 listing, see Page 2990)

AA17	Southside 1-1000	Nov.
AA18	Short Grass	Dec.
AA19	I Was An American Spy	Apr.
AA20	The Highwayman	Aug.
AA21	Disc Jockey	Sept.

Columbia

(For 1949-50 listing, see Page 2990)

301	Gasoline Alley	Jan.
303	The Texan Meets Calamity Jane	Nov.
304	When You're Smiling	Sept.
305	The Tougher They Come	Dec.
306	The Big Gusher	July
307	Counterspy Meets Scotland Yard	Feb.
308	My True Story	Mar.
310	King Of The Wild Horses	Apr.
311	Rookie Fireman	Oct.
312	Revenue Agent	Feb.
313	Chain Gang	Nov.
314	Flame Of Stamboul	Apr.
315	Smuggler's Gold	May
316	China Corsair	June
317	The Petty Girl	Sept.
318	Saturday's Hera	May
319	711 Ocean Drive	July
320	Valentino	Apr.
321	The Brave Bulls	May
322	The Whistle At Eaton Falls	Aug.
323	Harriet Craig	Nov.
324	Convicted	Aug.
325	The Texas Rangers	June
326	Never Trust A Gambler	Aug.
327	Al Jennings Of Oklahoma	Mar.
328	Between Midnight And Dawn	Oct.
329	Fury Of The Congo	Apr.
330	Santa Fe	Apr.
331	The Great Manhunt	Dec.
332	Emergency Wedding	Nov.
333	Operation X	Feb.
334	Stage Ta Tucson	Jan.
335	The Flying Missile	Jan.
336	Lorna Doone	June
337	Dick Turpin's Ride	Dec.
338	The Killer That Stalked New York	Dec.
339	When The Redskins Rode	May
340	He's A Cockeyed Wonder	Dec.
341	Last Of The Buccaneers	Oct.
342	Pygmy Island	Nov.
343	Her Wonderful Lie	Feb.
344	Born Yesterday	Feb.
346	A Yank In Korea	Feb.
347	M	Mar.
348	Sirocco	July
349	Hurricane Island	July
350	Two Of A Kind	July
351	Gene Autry And The Mounties	Jan.
352	Texans Never Cry	Mar.
354	Whirlwind	Apr.
355	Silver Canyon	June
357	Pickup	Aug.
358	Her First Romance	May
359	Mask Of The Avenger	July
361	Lightning Guns	Dec.
362	Raiders Of Tomahawk Creek	Oct.
363	Prairie Roundup	Jan.
364	Ridin' The Outlaw Trail	Feb.
365	Fort Savage Raiders	Mar.
366	Snake River Desperadoes	May
367	Bonanza Town	July
371	Flve	Dec.
	The Vatican	Dec.

Lippert

(Screen Guild)

(For 1949-50 listing, see Page 2990)

5001	Savage Drums	June
5002	FBI Girl	Sept.
5003	Little Big Horn	June
5004	Lost Continent	July
5005	Leave It To The Marines	Aug.
5006	The Steel Helmet	Feb.
5007	Kentucky Jubilee	May
5009	3 Desperate Men	Jan.
5011	Bandit Queen	Dec.
5012	G.I. Jane	July
5013	Mask Of The Dragon	Mar.
5014	Stop That Cab	Mar.
5015	Fingerprints Don't Lie	Feb.
5016	Roaring City	May
5017	Danger Zone	Apr.
5018	Pier 23	May
5019	Yes Sir, Mr. Bones	July
5020	Varieties On Parade	July
5021	Women With No Names	Aug.
5022	Home Town Boy	Aug.
5023	Present Arms	Sept.
5024	Sky High	Sept.
X5050	Superman	Sept.

Metro-Goldwyn-Mayer

(For 1949-50 listing, see Page 2916)

101	A Life Of Her Own	Sept.
102	Devil's Doorway	Sept.
103	The Toast Of New Orleans	Sept.
104	Right Cross	Oct.
105	To Please A Lady	Oct.
106	The Miniver Story	Oct.
107	Dial 1119	Nov.
108	Two Weeks With Love	Nov.
109	King Solomon's Mines	Nov.
110	The Next Voice You Hear	Oct.
111	Mrs. O'Malley And Mr. Malone	Dec.
112	Pagan Love Song	Dec.
113	Watch The Birdie	Jan.
114	Grounds For Marriage	Jan.
115	Kim	Jan.
116	The Magnificent Yankee	Feb.
117	Vengeance Valley	Feb.
118	Cause For Alarm	Feb.
119	Three Guys Named Mike	Mar.
120	The Red Badge Of Courage	Mar.
121	Royal Wedding	Mar.
122	Across The Wide Missouri	Mar.
123	Inside Straight	Mar.
124	Father's Little Dividend	Apr.
125	The Painted Hills	May
126	Soldiers Three	Apr.
127	The Great Caruso	Apr.
128	Home Town Story	May
129	Go For Broke	May
130	Night Into Morning	June
131	Strictly Dishonorable	July
132	No Questions Asked	June
133	Excuse My Dust	June
134	Kind Lady	July
135	Show Boat	July
136	Law And The Lady	July
137	Teresa	July
138	Rich, Young And Pretty	Aug.
145	The M-G-M Story	Mar.
	Mr. Imperium	Aug.
	The Strip	Aug.
	The Tall Target	Aug.

Monogram

(For 1949-1950 listing, see Page 3073)

5101	Cavalry Scout	May 13
5102	Fort Osage	Dec. 2
5103	Flight To Mars	Sept. 23
5104	Aladdin And His Lamp	Dec. 23
5107	Sierra Passage	Jan. 7
5108	Blue Fin	Oct. 7
5109	The Lion Hunters	Mar. 25
5110	Bomba In Elephant Stampede	Oct. 14
5111	Bowery Battalion	Jan. 21
5112	Ghost Chasers	Apr. 29
5113	Let's Go Navy	July 29
5114	Win, Place And Show	Nov. 4
5115	Rhythm Inn	Feb. 11
5116	Casa Manana	June 10
5117	Joe Palooka In The Squared Circle	Nov. 5
5118	Joe Palooka In Triple Cross	Sept. 16
5120	Navy Bound	Mar. 4
5121	Gold Fever	Oct. 28
5122	According To Mrs. Hoyle	May 20
5123	Yukon Manhunt	July 8
5124	Northwest Territory	Dec. 16
5126	Father Takes The Air	June 17
5141	Man From Sonora	Mar. 11
5142	Blazing Bullets	May 6
5143	Montana Desperado	June 24
5144	Oklahoma Justice	Aug. 18
5145	Lonestar Law Man	Sept. 30
5145	Lone Star Law Man	Sept. 30
5151	Canyon Raiders	Apr. 8
5152	Nevada Badmen	May 27
5153	Stage Coach Driver	July 15
5154	Wanted: Dead Or Alive	Sept. 9
5155	Ride 'Em Cowboy	Nov. 11
5191	The Vicious Years	Feb. 18
5192	Gypsy Fury	Mar. 18
5199	A Modern Marriage	Oct. 15

Paramount

(For 1949-50 listing, see Page 2916)

5001	Fancy Pants	Sept.
5002	Union Station	Sept.
5003	Copper Canyon	Oct.
5004	Dark City	Oct.
5005	Tripoli	Nov.
5006	Let's Dance	Nov.
5007	Mr. Music	Dec.
5008	Cassino To Korea	Oct.
5009	Branded	Jan.
5010	Samson And Delilah	Mar.
5011	Molly (The Goldbergs)	Mar.
5012	September Affair	Feb.
5013	The Great Missouri Raid	Feb.
5014	At War With The Army	Jan.
5015	The Redhead And The Cowboy	Mar.
5016	The Mating Season	Mar.
5017	Quebec	Apr.
5018	The Lemon Drop Kid	Apr.
5019	Appointment With Danger	May
5020	The Last Outpost	May
5021	Dear Brat	June
5022	Passage West	July
5023	Ace In The Hole	July
5024	Peking Express	Aug.
5025	Warpath	Aug.
5026	That's My Boy	Aug.
5030	Trio	June

(End 1950-51)
(1951-52)

5101	Here Comes The Groom	Sept.
5102	Place In The Sun	Sept.
5103	Rhubarb	Sept.
5104	Crosswinds	Oct.
5106	When Words Collide	Oct.

5107	Submarine Command	Nov.
5108	Darling, How Could You	Sept.
5109	Hong Kong	Nov.
5110	Bob Hope Comedy	Dec.
5111	Detective Story	Nov.

RKO

(For 1949-50 listing, see Page 2916)

101	Born To Be Bad	Aug.
102	Walk Softly, Stranger	Oct.
103	Outrage	Oct.
104	Bunco Squad	Sept.
105	Border Treasure	Sept.
106	Never A Dull Moment	Nov.
107	Experiment Alcatraz	Nov.
108	Rio Grande Patrol	Nov.
109	The Company She Keeps	Jan.
110	Gambling House	Jan.
111	Hunt The Man Down	Dec.
112	Double Deal	Jan.
113	Law Of The Badlands	Dec.
114	My Forbidden Past	Apr.
115	Cry Danger	Feb.
116	Footlight Varieties	Mar.
117	Saddle Legion	Mar.
118	Sealed Cargo	May
119	Hard, Fast And Beautiful	July
120	Gun Play	June
171	Payment On Demand	Mar.
172	Tarzan's Peril	Mar.
173	Kon-Tiki	Apr.
174	The Thing From Another World	Apr.
175	Tokyo File 212	May
176	Best Of The Badmen	June
177	Jungle Headhunters	June
	His Kind Of Woman	July
	Happy Go Lovely	July
	On The Loose	July
	Fighting Leathernecks	Aug.

(Specials)

151	Our Very Own	July
152	Edge Of Doom	Sept.
165	Joan Of Arc	Nov.
166	Mad Wednesday	Oct.
167	Vendetta	Dec.
191	Treasure Island	July
	Alice In Wonderland	Aug.

(Reissues)

161	Bombadier	Sept.
162	China Sky	Sept.
163	Mr. Lucky	Aug.
164	The Lady Takes A Chance	Aug.
168	Show Business	Dec.
169	Tarzan And The Leopard Woman	Dec.
170	Tarzan And The Amazons	Dec.
352	They Got Me Covered	Feb.
452	Up In Arms	Feb.

Republic

(For 1949-50 listing, see Page 3057)

(1950-51)

5001	Surrender	Sept.
5002	Hit Parade Of 1951	Oct.
5003	Macbeth	Oct.
5004	Rio Grande	Nov.
5005	California Passage	Dec.
5006	Belle Le Grand	Jan.
5007	Cuban Fireball	Mar.
5008	Oh! Susanna	Mar.
5009	Bullfighter And The Lady	May
5010	Fighting Coast Guard	Apr.
5011	Fugitive Lady	July
5023	Pride Of Maryland	Jan.
5025	Missing Women	Feb.
5026	Insurance Investigator	Mar.
5028	Million Dollar Pursuit	May
5030	Secrets Of Monte Carlo	June
5031	Lost Planet Airmen	July
5041	Spoilers Of The Plains	Feb.
5043	In Old Amarillo	May
5047	Heart Of The Rockies	Mar.
5051	Silver City Bonanza	Mar.
5052	Thunder In God's Country	Apr.
5053	Rodeo King And The Senorita	July
5058	Rough Riders Of Durango	Jan.
5059	Night Riders Of Montana	Feb.
5061	Wells Fargo Gunmaster	May
5066	Buckaroo Sheriff Of Texas	May
5067	The Dakota Kid	July
	Arizona Manhunt	Aug.
	Fort Dodge Stampede	Aug.
5095	Robinson-Turpin Fight	July

(Re-edited Re-releases)

5021	Gallant Thoroughbred (Someone To Remember)	Nov.
	The Tiger Man (Lady and the Monster)	Oct.
	Underground Spy (Red Menace)	Oct.
	Atlantic City Honeymoon (Atlantic City)	Dec.
	Midnight Melody (Murder In Music Hall)	Feb.
	Stand Up And Sing (Earl Carroll Sketchbook)	Apr.
	Barnyard Follies	Apr.
	Shepherd Of The Ozarks	Apr.
	Mountain Rhythm	Apr.
	Country Fair	Apr.
	Down In Arkansas	Apr.
	Rosie The Riveter	May
	Tahiti Honey	June
	Sailors On Leave	June
	Rookies On Parade	June
	Stardust And Sweet Music (Calendar Girl)	June
	Storm Over Bengal	July
	Sun Valley Cyclone	July
	Conquest Of Cheyenne	July
	Santa Fe Uprising	July

(Continued on page 3122)

Production Numbers

(Continued from page 3121)

Stagecoach To Denver	July
Vigilantes Of Boomtown	Aug.
Homesteaders Of Paradise Valley	Aug.

20th Century-Fox

(For 1950 listing, see Page 2991)

101	The Mudlark	Jan.
102	The Man Who Cheated Himself	Jan.
103	Halls Of Montezuma	Jan.
104	Call Me Mister	Feb.
105	I'd Climb The Highest Mountain	Feb.
106	Sword Of Monte Cristo	Mar.
107	The 13th Letter	Feb.
108	Lucky Nick Cain	Mar.
109	Bird Of Paradise	Mar.
110	You're In The Navy Now	Apr.
111	I Can Get It For You Wholesale	Apr.
112	Follow The Sun	May
113	Rawhide	May
114	Fourteen Hours	Apr.
115	On The Riviera	May
116	Half Angel	June
117	The House On Telegraph Hill	June
118	The Guy Who Came Back	July
119	Take Care Of My Little Girl	July
120	As Young As You Feel	June
121	No Highway In The Sky	Aug.
122	The Frogmen	July
123	The Secret Of Convict Lake	Aug.
124	Mr. Belvedere Rings The Bell	Aug.
137	Of Men And Music	Mar.
138	The Kefauver Crime Investigation	Apr.

Re-issues

043	Smoky	June
056	Buffalo Bill	July
057	Jesse James	July
058	Return Of Frank James	July
150	Kentucky	July
151	Thunderhead, Son Of Flicka	June
152	My Friend Flicka	June

United Artists

(For 1949-50 listing, see Page 2919)

ROGELL

The Admiral Was A Lady	Aug.
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KRAMER

The Men	Sept.
Cyrano De Bergerac	July

RATOFF

If This Be Sin	Sept.
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GOLDSMITH-CASPERY

Three Husbands	Nov.
The Scarf	Apr.

CELEBRATED

City Lights	Oct.
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STILLMAN

The Sound Of Fury (Try And Get Me)	May
Queen For A Day	Apr.

POPKIN

The Second Woman	Mar.
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Allen	May
New Mexico	May

ANGEL

Mister Drake's Duck	Aug.
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SIRK

The First Legion	May
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EAGLE

The Prowler	May
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ROBERTS

He Ran All The Way	July
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WILDER

Three Steps North	June
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CORWIN

The Man From Planet X	Apr.
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LEVEY

Fabiola	June
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GARDNER

The Man With My Face	June
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DANZIGER

St. Benny The Dip	June
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LOPERT

Odette	May
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ELC

(For 1949-50 listing, see Page 3057)

(1950-51)

Rogue River	Nov.
Two Lost Worlds	Oct.
One Minute To Twelve	Oct.
Second Face	Oct.
Prehistoric Women	Nov.
The Wicked City	Jan.
Circle Of Danger	Mar.
Mister Universe	Jan.
My Outlaw Brother	Mar.
Korea Patrol	Jan.
The Sun Sets At Dawn	Jan.
Border Outlaws	Nov.
So Long At The Fair	Mar.
Golden Salamander	Feb.
Paper Gallows	Sept.
The Taming Of Dorothy	Sept.
Naughty Arlette	Mar.
Oliver Twist	Apr.
They Were Not Divided	Feb.
Skipalong Rosenbloom	Mar.
When I Grow Up	Apr.
Sioux Ambush	Mar.
The Blue Lamp	Mar.
Badman's Gold	Apr.
The Long Dark Hall	Apr.
Cattle Queen	Mar.
The Prowler	May
The Hoodlum	June
Two Gals And A Guy	June
Pardon My French	July
Cloudburst	Aug.
Obsessed	Aug.

Universal-International

(For 1949-50 listing see Page 2991)

(1950-51)

101	Hamlet	Nov.
102	The Milkman	Nov.

103	Deported	Nov.
104	Kansas Raiders	Nov.
105	Undercover Girl	Dec.
106	Mystery Submarine	Dec.
107	Harvey	Jan.
108	Frenchie	Jan.
109	Under The Gun	Jan.
110	Tomahawk	Jan.
111	Target Unknown	Feb.
112	Bedtime For Bonzo	Feb.
113	Operation Disaster	Feb.
114	Groom Wore Spurs	Mar.
115	Air Cadet	Mar.
116	Abbott And Costello Meet The Invisible Man	Mar.
117	Ma And Pa Kettle Back On The Farm	Apr.
118	Up Front	Apr.
119	Double Crossbones	Apr.
120	The Fat Man	May
122	Katie Did It	May
121	Smuggler's Island	May
123	Apache Drums	June
124	Hollywood Story	June
125	Francis Goes To The Races	July
126	The Prince Who Was A Thief	July
127	Comin' Round The Mountain	July
128	Cattle Drive	Aug.
129	Mask Of The Renegade	Aug.
130	Iron Man	Aug.
	Little Egypt	Sept.
	You Never Can Tell	Sept.
	Thunder On The Hill	Sept.
181	The Magnet	Feb.
182	Little Ballerina	May
	The Browning Version	June

(1949-50)

5101	Tales Of The West No. 1	July
5102	Tales Of The West No. 2	Aug.
5103	Tales Of The West No. 3	Oct.
5104	Tales Of The West No. 4	Jan.

Warners

(For 1949-50 listing, see page 2917)

001	Tea For Two	Sept.
004	Pretty Baby	Sept.
005	The Breaking Point	Sept.
006	Three Secrets	Oct.
007	The Glass Menagerie	Oct.
008	Rocky Mountain	Nov.
009	The West Point Story	Nov.
010	Breakthrough	Dec.
011	Dallas	Dec.
012	Highway 301	Jan.
013	Operation Pacific	Jan.
014	Storm Warning	Feb.
015	The Enforcer	Feb.
016	Sugarfoot	Mar.
019	Lightning Strikes Twice	Mar.
020	Lullaby Of Broadway	Mar.
021	Raton Pass	Apr.
022	Only The Valiant	Apr.
023	I Was A Communist For The F.B.I.	May
024	Goodbye My Fancy	May
025	Along The Great Divide	June
026	Inside The Walls Of Folsom Prison	June
027	Strangers On A Train	June
028	Fort Worth	July
029	On Moonlight Bay	July
030	Captain Horatio Hornblower	Aug.
	Jim Thorpe, All American	Sept.

(Reissues)

002	Alcatraz Island	Sept.
003	San Quentin	Sept.
017	Dodge City	Mar.
018	Virginia City	Mar.

Alphabetical Guide

(Continued from page 3124)

MOLLY—see Goldbergs, The	
MONTANA DESPERADO—51m.—Monogram	3115
MONTICELLO HERE WE COME—74m.—Cinema Service	3022
MR. BELVEDERE RINGS THE BELL—87m.—20th-Fox	3118
MR. IMPERIUM—87m.—MGM	3078
MR. LUCKY—100m.—RKO	2980
MR. MUSIC—113m.—Paramount	2926
MRS. O'MALLEY AND MR. MALONE—69m.—MGM	2962
MUDLARK, THE—99m.—20th-Fox	2981
MULATTO, THE—97m.—Scalera	2973
MY BROTHER, THE OUTLAW—82m.—UA (ELC)	3025
MY FIRST LOVE—76m.—Leo Cohen	3104
MY FORBIDDEN PAST—70m.—RKO	3046
MY FRIEND FLICKA—89m.—20th-Fox	3095
MY OUTLAW BROTHER—see My Brother, The Outlaw	
MY TRUE STORY—67m.—Columbia	3037
MY WIDOW AND I—81m.—Distinguished	2934
MYSTERY SUBMARINE—77½m.—U-I	2996
N	
NATIVE SON—90m.—Classic	3104
NAUGHTY ARLETTE—86m.—UA	3078
NAVY SOUND—60m.—Monogram	3038
NEVADA BADMEN—58m.—Monogram	3110
NEVER A DULL MOMENT—89m.—RKO	2962
NEVER TRUST A GAMBLER—79m.—Columbia	3109
NEW MEXICO—78m.—UA	3071
NIGHT INTO MORNING—86m.—MGM	3080
NIGHT RIDERS OF MONTANA—60m.—Republic	3041
NO HIGHWAY IN THE SKY—97½m.—20th-Fox	3118
NO ORCHIDS FOR MISS BLANDISH—92m.—Renown	3042
NO PLACE FOR JENNIFER—90m.—Stratford	3063
NO QUESTIONS ASKED—81m.—MGM	3093
NORTH OF THE GREAT DIVIDE—67m.—Republic	2970
O	
ODETTE—105m.—Lopert	3020
OF MEN AND MUSIC—85m.—20th-Fox	2982
OH, AMELIA—86m.—Lux	3003
OH! SUSANNA—91m.—Republic	3038
OLIVER TWIST—105m.—UA	3071
ON THE LOOSE—78m.—RKO	3117
ON THE RIVIERA—90m.—20th-Fox	3063
ON MOONLIGHT BAY—95m.—Warners	3111
ONE MINUTE TO TWELVE—78m.—UA (ELC)	3009
ONE TOO MANY—105m.—Hallmark	2997
ONLY THE VALIANT—105m.—Warners	3040
OPERATION DISASTER—100m.—U-I	3010
OPERATION PACIFIC—109m.—Warners	3011
OPERATION X—79m.—Columbia	3001
ORPHEUS—94m.—Discina	2951
OUR DAILY BREAD—102m.—Central Cinema	2964
OUR VERY OWN—93m.—RKO	2927
OUTLAW GOLD—51m.—Monogram	2979
OUTLAWS OF TEXAS—56m.—Monogram	2998
OUTRAGE—75m.—RKO	2927
OUTSIDER, THE—95m.—Ballantine	2973
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PAGAN LOVE SONG—76m.—MGM	3001
PAINTED HILLS, THE—68m.—MGM	3046
PANCHO VILLA RETURNS—95m.—Hispano Continental	2964
PAPER GALLONS—68m.—UA (ELC)	2969
PARIS 1900—78m.—Mayer-Kingsley	2973
PARIS WALTZ, THE—92m.—Lux	2930
PASSAGE WEST—80m.—Paramount	3086
PAYMENT ON DEMAND—90m.—RKO	3034
PEKING EXPRESS—84½m.—Paramount	3102
PICKUP—78m.—Columbia	3109
PIER 23—57m.—Lippert	3077
PINK STRING AND SEALING WAX—75m.—Pentagon	2951
PISTOL HARVEST—59m.—RKO	3118
PLACE IN THE SUN, A—122m.—Paramount	3113
PORTRAIT OF CLARE—99m.—Stratford	3112
PRAIRIE ROUNDDUP—53m.—Columbia	3017
PREHISTORIC WOMEN—74m.—UA (ELC)	2993
PRELUDE TO FAME—84½m.—U-I	2975
PRETTY BABY—92m.—Warners	2929
PRIDE OF MARYLAND—60m.—Republic	3010
PRINCE WHO WAS A THIEF, THE—88m.—U-I	3086
PRISONERS IN PETTICOATS—60m.—Republic	2941
PROWLER, THE—92m.—UA	3071
PYGMY ISLAND—69m.—Columbia	2969
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QUEBEC—85m.—Paramount	3041
QUEEN FOR A DAY (Horsie)—107m.—UA	3050

R	
RAGE OF BURLEQUE—56m.—Schlafer	3119
RAIDERS OF TOMAHAWK CREEK—55m.—Columbia	2961
RATON PASS—84m.—Warners	3035
RATS OF TOBRUK, THE—85m.—Renown	3091
RAWHIDE—86m.—20th-Fox	3039
RAY ROBINSON-RANDOLPH TURPIN FIGHT, THE	
—53m.—Republic	3123
RED ANGEL, THE—97m.—Spalter	2984
REDHEAD AND THE COWBOY, THE—82m.—Paramount	2998
REDWOOD FOREST TRAIL—67m.—Republic	2941
RETURN OF FRANK JAMES, THE—92m.—20th-Fox	3103
RETURN OF JESSE JAMES, THE—74m.—Lippert	2924
REVENUE AGENT—71½m.—Columbia	2993
RHYTHM INN—73m.—Monogram	3026
RICH, YOUNG AND PRETTY—95m.—MGM	3110
RIDIN' THE OUTLAW TRAIL—56m.—Columbia	3025
RIO GRANDE—105m.—Republic	2963
RIO GRANDE PATROL—60m.—RKO	2970
RIPTIDE—75m.—Films International	3064
RIVALS, THE—40m.—Artkino	3064
ROADBLOCK—73m.—RKO	3118
ROARING CITY—61m.—Lippert	3077
ROCKY MOUNTAIN—83m.—Warners	2950
RODEO KING AND THE SENORITA—67m.—Republic	3118
ROGUE RIVER—82m.—UA-ELC	2977
ROOKIE FIREMAN—63m.—Columbia	2923
ROUGH RIDERS OF DURANGO—60m.—Republic	3027
ROYAL WEDDING—92m.—MGM	3025
RUSTLERS ON HORSEBACK—60m.—Republic	2970

S	
SADDLE LEGION—60m.—RKO	3051
ST. BENNY THE DIP—81m.—UA	3096
SAMSON AND DELILAH—128m.—Paramount	3010
SAN QUENTIN—70m.—Warners	2929
SANTA FE—89m.—Columbia	3069
SAVAGE DRUMS—72m.—Lippert	3093
SCARF, THE—87m.—UA	3049
SEALED CARGO—90m.—RKO	3065
SECOND FACE, THE—77m.—UA (ELC)	2993
SECOND WOMAN, THE—90m.—UA	3019
SECRET BRIGADE, THE—78m.—Artkino	3055
SECRET OF CONVICT LAKE, THE—83m.—20th-Fox	3103
SECRET OF MAYERLING, THE—97m.—Hakim	3079
SECRETS OF MONTE CARLO—60m.—Republic	3102
SECRETS OF NATURE—80m.—Oxford	2942
SEPTEMBER AFFAIR—104m.—Paramount	2956
SEVEN DAYS TO NOON—93m.—Mayer-Kingsley	3020
SHAKEDOWN—80m.—U-I	2928
SHIM SHAM FOLLIES—72m.—Lust	3112
SHORT GRASS—83m.—Allied Artists	3001
SHOW BOAT—107m.—MGM	3094
SIERRA PASSAGE—81½m.—Monogram	3001
SILVER CANYON—70m.—Columbia	3093
SILVER CITY BONANZA—67m.—Republic	3039
SILVER RAIDERS—55m.—Monogram	2940
SIN OF ESTHER WATERS—69m.—Bell	3086
SINNERS, THE—107m.—Lopert	2984
SIROCCO—98m.—Columbia	3088
SKIPALONG ROSENBLUM—73m.—UA (ELC)	3033
SLEEPING CITY, THE—85m.—U-I	2928
SMOKY—87m.—20th-Fox	3093
SMUGGLER'S GOLD—63m.—Columbia	3069
SMUGGLER'S ISLAND—75m.—U-I	3063
SNAKE RIVER DESPERADOES—56m.—Columbia	3077
SO LONG AT THE FAIR—85m.—UA (ELC)	3017
SOLDIERS THREE—92m.—MGM	3046
SONG OF DOLORES—95m.—Lux	3104
SONG OF MY HEART—86m.—Crown	3012
SOUND OF FURY, THE—(Try And Get Me)—92m.—UA	2982
SOUTHSIDE 1-1000—73m.—Allied Artists	2956
SOUVENIR—100m.—Pathe Cinema	2958
SPOILERS OF THE PLAINS—68m.—Republic	3027
STAGE TO TUSCON—82m.—Columbia	2993
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STORM WARNING—91m.—Warners	2999
STRANGERS ON A TRAIN—101m.—Warners	3097
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STRICTLY DISHONORABLE—84m.—MGM	3105
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SUGARFOOT—80m.—Warners	3022
SUICIDE ATTACK—65m.—Floreia	3066
SUN SETS AT DAWN, THE—72m.—UA (ELC)	2969
SUNSET IN THE WEST—67m.—Republic	2949
SURRENDER—91m.—Republic	2949
SWORD OF MONTE CRISTO, THE—80m.—20th-Fox	3042
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T	
TAKE CARE OF MY LITTLE GIRL—93m.—20th-Fox	3095

U	
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TARZAN AND THE LEOPARD WOMAN—72m.—RKO	2995
TARZAN'S PERIL—79m.—RKO	3046
TEA FOR TWO—98m.—Warners	2929
TERESA—105m.—MGM	3033
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TEXANS NEVER CRY—68m.—Columbia	3040
TEXAS RANGERS, THE—74m.—Columbia	3085
THAT'S MY BOY—98m.—Paramount	3094
THEY GOT ME COVERED—94m.—RKO	3053
THEY WERE NOT DIVIDED—90m.—UA (ELC)	3037
THING FROM ANOTHER WORLD, THE—87m.—RKO	2952
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13TH LETTER, THE—85m.—20th-Fox	3018
3 DESPERATE MEN—71m.—Lippert	3018
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THREE STEPS NORTH—85m.—UA	3096
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TOMAHAWK—82m.—U-I	3011
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TREASURE ISLAND—96m.—RKO	2927
TREASURED EARTH—100m.—Artkino	3003
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TRIPOLI—95m.—Paramount	2949
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TWO WEEKS WITH LOVE—92m.—MGM	2955

V	
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UP IN ARMS—105m.—RKO	3053
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W	
VALENTINO—105m.—Columbia	3029
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Y	
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WONDERFUL TIMES—86m.—Academy	3072
WYOMING MAIL—86m.—U-I	2950

Z	
YANK IN KOREA, A—73m.—Columbia	3029
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YOU'RE IN THE NAVY NOW—see U.S.S. Teakettle	
YUKON MANHUNT—61m.—Monogram	3102

Too Late to Classify

(Continued from page 3120)

will be the principal point to merchandise, and from there on returns will depend on the showmen. The screen play is by Henry Myers, Albert Lewin, and Edward Eliscu, based on the Lewis Carroll classic. Songs heard include: "Father William", "Down The Line", "Play The Game", "William The Conqueror", "Twinkle, Twinkle", "Off With Her Head", "Wow, Wow, Wow", "Alice's Entrance To The Trail", and "Now I'm Upside Down."

AD LINES: "Alice In Wonderland With Live Action And Puppets"; "Alice Has Loads Of Fun When She Meets Lewis Carroll's Famous Characters In Wonder-

land"; "The Production That Was Five Years In The Making."

The Ray Robinson-Randolph Turpin Fight (5095)

(Republic)

(English-made)

ESTIMATE: Fight film should have appeal in some areas.

CAST: Produced by Adelphi Films in London; narrated by Jimmy Powers.

STORY: This presents the full Ray Robinson-Randolph Turpin fight in London, with Robinson losing his middleweight crown. The complete 15 rounds are shown.

SPORT FILM
53m.

X-RAY: While this may prove too lengthy for non-fight audiences, fistic lovers should be satisfied. Photography is adequate and while the narration by Jimmy Powers isn't exciting, it adds some flavor. The general draw of fight films has been tempered somewhat by the TV influence, but this should appeal in some sectors, particularly in Negro spots. Non-fistic addicts probably won't care one way or the other. The film has some shots of the boxers in their training quarters, and backgrounds, etc. While the value of a fight film lessens as it moves along, it must be remembered that the two will be rematched, which should add to the draw.

AD LINES: "See Sugar Ray Lose His Crown"; "The Surprise Fight Of The Century"; "See For Yourself The Biggest Upset In Ring History."

ALPHABETICAL GUIDE

To 555 Features Reviewed

Since The Aug. 30 Issue

This index covers features reviewed thus far during the 1950-51 season, in addition to any features of the 1949-50 season reviewed after the issue of Aug. 30, 1950.—Ed.)

A

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C

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I

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L

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M

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MODERN MARRIAGE, A—65m.—Monogram	2924

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(The running time carried in this listing represents the latest corrected time of each feature. While every effort is made to keep the listing accurate and up-to-date, it must be remembered that features are often subject to home office editing after being reviewed. Readers are advised to check the time with the local exchange.—Ed.)

title. Holidays and special events will be found at the bottom of this page. This chart is kept as up-to-date as possible on information made available by the home office.

COLUMBIA	LIPPETT	METRO	MONOGRAM	PARAMOUNT	RKO	REPUBLIC	20th-FOX	UNITED ARTISTS	U.-INT.	WARNERS
JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY	JULY
Sirocco H. Bogart, M. Toren Two Of A Kind E. O'Brien, L. Scott Hurricane Island J. Hall, M. Windsor (Supercinacolor) The Big Gusher W. Morris, P. Foster, D. Patrick Mask Of The Avenger J. Derek, A. Quinn, J. Lawrence (Technicolor) Bonanza Town, W C. Starrett, S. Burnette	G. I. Jane J. Porter, T. Neal, I. Adrian Yes Sir, Mr. Bones F. Miller, J. O'Brien, M. Moore Varieties On Parade J. Mulchay, P. Gordon, M. Mulchay Lost Continent C. Romero, H. Brooke, C. Chandler	Show Boat K. Grayson, A. Gardner, H. Keel, J. E. Brown (Technicolor) The Law and The Lady G. Carson, M. Wilding, M. Main Strictly Dishonorable E. Pinza, J. Leigh, M. Mitchell Teresa P. Angeli, J. Ericson (Partly made in Italy)	Yukon Manhunt K. Grant, G. Davis, Chinoock Stagecoach W. Wilson, F. Knight, G. Winters Let's Go, Navy Bowery Boys	Passage West J. Payne, D. O'Keefe, A. Whelan (Technicolor) Ace In The Hole K. Douglas, J. Sterling, B. Arthur	Hard, Fast And Beautiful C. Trevor, R. Clarke, S. Forrest Happy Go Lovely D. Niven, V. Ellen, C. Romero (Technicolor) (English-made) His Kind Of Woman R. Mitchum, J. Russell, V. Price	The Rodeo King and The Senorita R. Allen, M. E. Key, B. Ebsen The Dakota Kid, W M. Chapin, E. Janssen Lost Planet Airmen T. Coffin, M. Clark, D. Haggerty (Re-edited from "King of the Rocket Men", serial) Fugitive Lady J. Paige, B. Barnes, E. Ciannelli (Made in Italy)	Take Care Of My Little Girl J. Crain, D. Robertson, M. Gaynor (Technicolor) The Frogmen R. Widmark, D. Andrews, G. Merrill The Guy Who Came Back P. Douglas, J. Bennett, L. Darnell Jesse James Return Of Kentucky (Technicolor Reissues)	He Ran All The Way J. Garfield, S. Winters (Roberts) Pardon My French M. Oberon, P. Henreid (ELC) Cyrano de Bergerac J. Ferrer, M. Powers, W. Prince (Kramer) (Regular release) Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	The Prince Who Was A Thief T. Curtis, P. Laurie (Technicolor) Francis Goes To The Races D. O'Connor, P. Laurie, C. Kellaway Comin' 'Round The Mountain B. Abbott, R. Costello, D. Shay	Fort Worth R. Scott, D. Brian, P. Thaxter (Technicolor) On Moonlight Bay D. Day, G. MacRae, J. Smith (Technicolor)
AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST	AUGUST
Pickup B. Michaels, H. Haas, A. Nixon Never Trust A Gambler D. Clark, C. O'Donnell, T. Drake The Whistle At Eaton Falls D. Gish, L. Bridges, C. Carpenter Chain Of Circumstance M. Field, R. Grayson, M. Mitrovich Cyclone Fury, W C. Starrett, S. Burnette	Home Town Boy H. Lloyd, Jr. C. Downs Leave It To The Marines S. Melton, M. Lynn	Rich, Young and Pretty J. Powell, V. Damone, W. Corey, D. Darrieux (Technicolor) The Tall Target D. Powell, P. Raymond, A. Menjou The Strip M. Rooney, S. Forrest, J. Craig	Oklahoma Justice, W J. M. Brown, P. Coates, J. Ellison	Peking Express J. Cotten, C. Calvel, E. Gwenn That's My Boy J. Lewis, D. Martin, P. Bergen, E. Mayehoff Warpath E. O'Brien, D. Jagger, F. Tucker, P. Bergen (Technicolor)	Alice In Wonderland Walt Disney Feature Cartoon (Technicolor) Flying Leathernecks J. Wayne, R. Ryan, D. Taylor, J. Carter (Technicolor) Roadblock C. McGraw, J. Dixon, J. Heydt Pistol Harvest, W T. Holt, R. Martin, J. Dixon	Fort Dodge Stampede, W A. Lane, M. E. Kaye Adventures Of Captain Fabian E. Flynn, M. Priele, V. Price, A. Moorehead (Made in Europe)	The Secret Of Convict Lake G. Ford, G. Tierney, E. Barrymore, Z. Scott Mr. Belvedere Rings The Bell C. Webb, J. Dru, H. Marlowe Meet Me After The Show B. Grable, R. Calhoun, M. Corey (Technicolor) Obsessed D. Farrar, G. Fitzgerald (English-made) (ELC) Iron Man J. Chandler, E. Keyes, S. McNally	Cloudburst R. Preston, E. Sellars, H. Lang (ELC) Mister Drake's Duck D. Fairbanks, Jr. Y. Donlan (English-made) (Angel) (ELC) The Well R. Rober, B. Kelly (Popkin) The River T. Green, N. Swinburne, P. Walters, R. S. Ram (Made in India) (Technicolor) (McEldowney) (Road show engagements) You Never Can Tell D. Powell, P. Dow, C. Drake Thunder On The Hill C. Colbert, A. Blyth, R. Douglas	Cattle Drive J. McCrea, D. Stockwell, L. Ames (Technicolor) Mark Of The Renegade R. Montalban, C. Charisse (Technicolor) Mister Drake's Duck D. Fairbanks, Jr. Y. Donlan (English-made) (Angel) (ELC) Obsessed D. Farrar, G. Fitzgerald (English-made) (ELC) Iron Man J. Chandler, E. Keyes, S. McNally	Captain Horatio Hornblower G. Peck, V. Mayo, R. Beatty (Made in England) (Technicolor)
SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER	SEPTEMBER
F.B.I. Girl C. Romero, G. Brent, A. Totter, T. Drake Present Arms J. Sawyer, W. Tracy Sky High S. Melton, M. Lynn	Here Comes The Groom B. Crosby, J. Wynn, F. Tone A Place In The Sun M. Clift, E. Taylor, S. Winters Rhubarb R. Milland, J. Sterling, G. Lockhart Darling, How Could You! J. Fontaine, J. Lund, M. Freeman	Joe Palooka In The Triple Cross J. Kirkwood, J. Gleason, C. Downs Flight To Mars M. Chapman, J. Little, R. Gaines (Cinacolor) Dead Or Alive, W W. Wilson Lone Star Lawman, W J. M. Brown	Behave Yourself F. Granger, S. Winters, W. Demarest On Dangerous Ground I. Lupino, R. Ryan, W. Bond Lili Marlene L. Daimley, H. McDermott (English-made) On The Loose J. Evans, M. Douglas, L. Bari	Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) People Will Talk C. Grant, J. Crain, H. Cronin The Desert Fox J. Mason, C. Hardwicke, J. Tandy			Decision Before Dawn R. Basehart, G. Merrill, H. Neff (Made in Germany) People Will Talk C. Grant, J. Crain, H. Cronin The Desert Fox J. Mason, C. Hardwicke, J. Tandy	The Well R. Rober, B. Kelly (Popkin) The River T. Green, N. Swinburne, P. Walters, R. S. Ram (Made in India) (Technicolor) (McEldowney) (Road show engagements) You Never Can Tell D. Powell, P. Dow, C. Drake Thunder On The Hill C. Colbert, A. Blyth, R. Douglas	Little Egypt M. Stevens, R. Fleming, N. Guild (Technicolor) You Never Can Tell D. Powell, P. Dow, C. Drake Thunder On The Hill C. Colbert, A. Blyth, R. Douglas	Jim Thorpe, All-American B. Lancaster, C. Bickford, P. Thaxter Tomorrow Is Another Day R. Roman, S. Cochran

HOLIDAYS

Sept. 3—Labor Day

ALLIED ARTISTS

Aud.—The Highwayman—W. Handrix. C. Coburn. P. Friend (Cinacolor)
Sept.—Disc Jockey—G. Simms, M. O'Shea, T. Drake

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